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Men's Preferences for Cotton, Wool, and Other Fibers in Selected Clothing Items

• Marketing Research Report No. 244

• Agricultural Marketing Service
Marketing Research Division

UNITED STATES DEPARTMENT OF AGRICULTURE

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Errata

Marketing Research Report No. 244 - Men's Preferences for Cotton, Wool, and other Fibers in Selected Clothing Items

1. The following table was inadvertently omitted:

Table 73.--Price paid for last summer slacks purchased, by fiber

Price	Total purchasers	Cotton	Mixture containing cotton	Wool	Mixture containing wool	Rayon	Dacron
	Percent	Percent	Percent	Percent	Percent	Percent	Percent
$3.00 or less ---	3	8	--	--	--	2	--
$3.01 - $5.00 ---	15	37	18	1	1	13	10
$5.01 - $7.50 ---	18	21	14	3	9	33	22
$7.51 - $10.00 --	26	22	31	11	28	31	37
$10.01 - $12.50 -	10	4	13	15	12	10	12
$12.51 - $15.00 -	13	3	17	23	33	4	8
$15.01 - $20.00 -	9	2	5	30	14	4	5
Over $20.00 -----	4	--	1	15	3	2	--
Not ascertained -	2	3	1	2	--	1	6
Number of cases -------	917	213	87	149	76	135	107
Median price -------	$8.75	$5.40	$8.90	$14.55	$12.50	$7.65	$8.50

2. Table 81, page 83 -- The title to the table should be corrected to read:

"Table 81.--Degree of importance attached to selected factors considered in buying a summer suit or sport coat"

(over)

3. Table 82, page 83 -- The figures and title should be corrected to read as follows:

Table 82.--Factors considered very important in buying a summer suit or sport coat, by income

Factors	Income		
	Lower	Middle	Upper
	Percent	Percent	Percent
Ability to hold shape	81	90	90
Color or pattern	87	80	87
Wear or durability	81	82	84
Style	80	74	83
Feel of material	61	53	63
Weave	39	45	47
Wash and wear or drip dry	11	11	10
Number of cases	107	235	314

4. The following tables are in incorrect order: Table 77 appears on page 82; tables 108 and 109 appear on page 92.

PREFACE

This study reports on men's ownership of and attitudes toward cotton, wool, and other competing fibers in various clothing items. It is one of a series of studies on farm products and their end uses conducted by the Market Development Branch, Marketing Research Division, and is part of a broad program of research aimed at improving market efficiency and expanding markets for farm products.

With the entrance of new fibers and fiber blends into the apparel field, it becomes necessary to examine how and to what extent consumers react to and accept these new fibers. As part of the Department of Agriculture's program to further the consumption of farm products, a nationwide survey on men's preferences among selected clothing items was conducted in the Fall of 1956.

This study, an extension of earlier work in this field, should prove of interest and use to manufacturers of men's clothing, to textile mills, and to researchers who are engaged in producing fiber products more acceptable to the consumer. Much of the data can also serve industry through promotional and educational programs aimed at increasing the market for cotton, wool, and other agricultural fibers in the area of men's clothes.

The project was under the general direction of Trienah Meyers. Milton Jacobs participated in the planning and execution of the study and L. Yvonne Clayton assisted in the analysis.

Technical advice during the development of the study was provided by commodity specialists in the Department, by the National Cotton Council of America, and The Wool Bureau, Inc.

The data were collected by Crossley, S-D Surveys, Inc., of New York, under contract with the United States Department of Agriculture.

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HIGHLIGHTS

Definite evidences of informality in men's clothing are indicated by the results of this study. The extent of ownership of the more informal types of garments, the frequency and types of occasions on which they are worn, some of the style preferences--all point to more informality in dress than has in the past been associated with the American male. This pattern, although strongest among the young men, has reached into all age groups and all levels of society.

Sport shirts, summer slacks, sport jackets, and special suits for summer wear, have all gained such acceptance as to be in the wardrobes of more than a fourth of the adult males throughout the nation. Even Bermuda shorts are now owned by 11 percent of the men 16 years of age and over.

Cotton, traditional for some men's wear items, but relatively new for others, is the outstanding fabric for all the garments discussed except sport jackets and summer suits. Even these garments, predominantly made of wool, are sufficiently acceptable in cotton to have appeared in the active wardrobes of at least 14 percent of the male population.

Wool is the highest ranking fiber in terms of ownership, preference, and recent purchase for summer suits and for both summer and other season sport jackets. Its position is strongest in respect to other season sport jackets.

Ownership of synthetic fibers varies widely by type of garment, but none of the synthetics has yet come close in ownership to cotton or wool for any garments studied. Highest incidence of ownership of a synthetic fiber garment, other than socks, is found among sport shirts. Nylon sport shirts are owned by 37 percent, but cotton by 95 percent.

The outstanding virtue of cotton in the minds of those preferring it for the various items of men's clothing was expressed simply as, "it's cool." Along with the idea of coolness went the concept of "lightweight, or thin," mentioned particularly by those choosing cotton for summer suits or sport coats. Other important factors included cotton's desirable laundering characteristics--"washable, washes well, easily laundered"--its durability and wearing qualities, and its general appearance.

In those items in which wool was a heavy favorite--summer slacks, summer suits, and summer and other season sport coats--its wearing qualities appeared to be most important. Such comments as "fabric holds up well," "holds shape, will not stretch or shrink," and "keeps a press" were mentioned by large numbers of men. Appearance of wool was next in importance, expressed as "dressier, neater, more tailored," or merely, "looks nice, good."

Men appear to keep their wardrobes up to date. About one-third to one-half of the men owning any one of the major items of clothing had

shopped for and purchased such an item within the last year, with sport shirts and summer slacks leading the list.

Cotton was the leading fiber purchased within the past year for 4 of the items--both types of shirts, Bermuda shorts and summer slacks. For the remaining 3 items for which this information was obtained, summer and other season sport jackets and summer suits, the fiber selected most often was wool.

Fabric was not reported to be a prime consideration in the selection of men's wear at time of last purchase. Color is the outstanding consideration influencing the purchase of all garments. Style was next in importance, and except for summer suits where comfort is very close to style in importance, no other factor comes close to color and style as an influence on selection.

The estimated 52.9 million men in the age groups which this sample represents are a fairly substantial market both in terms of ownership and recent purchases. For example, the indicated 86 percent who have sport shirts translates into 45.5 million men and the 43 percent who bought a sport shirt in the 12 months preceding the interview is representative of 22.7 million men.

Following is some indication of the size of the market for each of the items, in terms of numbers of owners and numbers of recent purchasers.

Item of clothing	Men who owned		Men who purchased during past year	
	Percent	Thousands of men	Percent	Thousands of men
Summer sport shirts	86	45,500	43	22,700
Business dress shirts	91	48,100	35	18,500
Summer slacks	77	40,700	39	20,600
Summer suits	43	22,700	14	7,400
Summer sport coats	29	15,300	9	4,800
Other season sport coats	33	17,500	10	5,300
Swimming trunks	45	23,800	1/	1/
Bermuda shorts	11	5,800	5	2,600
Pajamas	59	31,200	1/	1/
Robes	48	25,400	1/	1/
Socks	100	52,900	1/	1/
Total	100	52,900	100	52,900

1/ Information not collected

MEN'S PREFERENCES FOR COTTON, WOOL, AND OTHER FIBERS IN SELECTED CLOTHING ITEMS

by Daniel B. Levine, project director
Market Development Branch

DEFINITIONS AND EXPLANATIONS

Who was Interviewed

The findings reported here are based on 2,379 interviews conducted among males 16 years old and over living in private households in the United States. However, not more than three were interviewed in any one household.

The Sample

An area probability design was used to draw a nationwide sample of households in which interviews were taken with males 16 years old and over. Since the number of households with more than 3 males 16 years old and over was relatively small, the sample of 2,379 men in this age group was designed to be substantially representative of all males of that age group living in private households in the United States. It was extimated that there were approximately 52.9 million such males in the Nation at the time of the interviewing.1/ The sample consisted of 88 primary sampling units and 430 clusters in which households were predesignated for interviewing. For the full number of interviews, the chances are 95 in 100 that errors due to sampling have not affected the results more than 2.0 percentage points plus or minus. (A more detailed discussion of sampling error is in the Appendix).

Interviewers were required to interview in the assigned households only, and no substitutions were permitted if the assigned males were not at home or were unwilling to answer questions. Four callbacks in the largest urbanized areas and two in all other cases were required of the interviewers so that interviews could be completed with the assigned males.

When Interviewing Took Place

Interviewing was conducted from the end of October through early December 1956.

1/ United States Bureau of the Census, Current Population Reports, Series P-57, No. 173, December 1956.

Scope of the Study

The survey provides information on the following subjects, some subjects being confined to certain items.

Ownership
- Garments owned
- Fabrics owned for each garment

Fiber preferences
- Fiber preferred for each type of garment owned
- Reasons for preference
- Any dissatisfaction with preferred fiber

Care and laundering

Wearing
- Frequency
- Occasions
- Seasons

Purchasing in past year
- Extent of purchase
- Receipt as gifts
- Fiber content of last garments purchased
- Persons participating in selection
- Factors influencing selection
- Prices paid

Awareness of new type summer suits

Style preferences
- Buttons, pockets, shoulders, trousers
- Weaves--familiarity and preferences

Labeling

Definitions of Items of Clothing

Eleven items of men's wearing apparel were covered by this study. Questions were restricted to readymade items which had been worn during the 12 months preceding the interviewing period; that is, clothing in active wardrobes. The articles of clothing are as follows:

Summer sport shirts.--Shirts usually worn in the summer, with a collar, usually open at the neck but sometimes buttoned; mostly short sleeved and cut square, not split at sides like a business shirt; never a polo shirt, or tee shirt, and not to be confused with a work shirt.

Business or dress shirts.--Commonly worn for business or dress, or other than informal occasions; always with a collar and always buttons, never a pull-over type. A shirt worn to church or social occasions, excluding formal evening dress.

Summer slacks.--Separate trousers, not part of a suit. Not khaki or denim types of work pants.

Summer suits.--Usually a lightweight material ordinarily unlined or only partly lined, for use primarily in summer months, but sometimes worn in the spring and fall.

Summer sport coats or jacksts.--Casual attire considered a separate piece of apparel, never with a zipper, and not to be confused with a windbreaker or leather jacket.

Spring, fall and winter sport coats and jackets.--Same type as above but usually fully lined and of heavier weight.

Walking or Bermuda shorts.--Knee length, or longer, shorts suitable for street wear.

Swimming trunks.--Excludes tank suits.

Socks.--Readymade, not hand knitted.

Robes (bathrobes or lounging).--All kinds of robes, either for wear after bath, over night clothes, for lounging, or for other wear in the home.

Pajamas.--Two-piece garments for sleeping, either long or short sleeved. Trousers may be full length or knee length, jacket either button or pull-over type, not to be confused with lounging pajamas.

Throughout the text of the report, the words "fiber" and "fabric" have been used interchangeably and are presumed, for the purposes of this report, to have the same meaning. During the actual interviewing, however, the questions were phrased in terms of "fiber." When a respondent answered in terms of a material whose fiber content was not readily identifiable (gabardine, for example), an attempt was made to have the respondent identify the specific fiber content.

Cautions in Interpreting the Data

The findings are presented as summaries of the statements made by the respondents and subject to any errors in their beliefs and attitudes. In an effort to insure standard meanings of the articles of clothing covered, detailed explanations were provided. It is nevertheless possible that some respondents would have different concepts of terms than others.

In replying to questions on frequency of wearing, and to certain other questions, memory factors are involved. In other cases, answers to questions

of general practice may be affected by most recent experience or lack of complete information. Perhaps more importantly, the interpretation of fabrics and mixtures must definitely be considered as that of the respondents. Since no actual inventory was taken, it is quite possible that in some cases fabrics referred to singly (e.g., cotton, or rayon, or Dacron) were in fact mixtures of several fibers, the predominant one being the only one volunteered.

The distinction between numbers of owners and quantities of garments, yards of fabric, or dollar volume is important. Thus, a man owning 11 cotton shirts and one Dacron shirt would be both an owner of cotton and an owner of Dacron. Unless this is kept firmly in mind, erroneous conclusions might be drawn from the tables.

"Income," as used in this report refers to combined family income, and should not be interpreted as being the income of the individual respondent, particularly in the case of teenagers who are members of households headed by other adult males.

A similar study was conducted by the Department in 1948 (Miscellaneous Publication No. 706 "Men's Preferences Among Selected Clothing Items"). Inferentially, certain comparisons may be made between the current and previous reports. However, questioning techniques were different, subject matter and operating dates differed. The 1948 study, conducted in the spring of the year, covered winter and summer garments while the 1956 study, which took place in the late fall and winter, emphasizes summer garments (see p. 31).

SUMMER SPORT AND BUSINESS DRESS SHIRTS

Ownership and Wearing

Summer sport shirts have attained a high degree of popularity. Among all men interviewed in this study, 86 percent reported that they had worn summer sport shirts in the last 12 months. This widespread use extends to all age groups. Among men 65 and older, as many as 64 percent wear summer sport shirts; among the younger men, the figure is even higher, rising to 95 percent for those under 30 years of age. Although reaching into all population segments, highest usage is found in the upper income levels, in the largest cities, and among those with at least high school education (table 20).

Approximately 8 out of the 10 wearers of such shirts reported owning shirts with short sleeves and open collars. The long sleeve, open collar type and the long sleeve, convertible collar type were each owned by 53 percent; 45 percent said they had sport shirts with short sleeves and convertible collars.

Business dress shirts were reported worn during the past year by 91 percent of the men interviewed. Except for the fact that those with only grammar school education and lower incomes are somewhat less apt to wear them, there is less variation by population segments than was found to be true of sport shirts (table 20).

Wearing habits as well as extent of ownership emphasize the present trend toward informality in men's dress. Summer sport shirts now appear on all occasions and during most seasons of the year. One-third of the men wear them in the spring and the autumn as well as in the summer; they are worn the year round by 27 percent (table 21). With respect to frequency, nearly half the owners of summer sport shirts wear one every day in the summer, 23 percent several times a week, and 24 percent once or twice a week. Only 4 percent wear a sport shirt less than once a week in the summer (table 22).

As for the occasions on which sport shirts are used, some 70 percent of the men--the largest group--indicated they wear sport shirts while lounging. Next in order came dress occasions (61 percent), sports (54 percent), and work or business (42 percent) (table 23).

Business shirts, on the other hand, although they are worn the year round by 9 out of 10 of the men who own them, are worn every day in the summer by only 15 percent, and by 21 percent in other seasons. They are worn once or twice a week or more by about two-thirds of the men during summer months; by three-fourths during other seasons (tables 21 and 22). Business or dress shirts are used overwhelmingly for dress occasions--97 percent of all men used them for this purpose. Business use was second--about 4 in 10 wear such shirts to work. Such use was found chiefly in the larger cities, among the middle aged and upper income group and, of course, more especially among those with jobs involving public contact. One in 10 wear business dress shirts while lounging and about the same proportion use them for sports (table 23).

Fabrics Owned

Cotton is easily the outstanding fabric owned for both types of shirts. When shown a card listing selected fabrics for the purpose of indicating the fiber content of their summer sport shirts, 95 percent mentioned cotton. Nylon sport shirts are owned by 37 percent, rayon by 28 percent, and Dacron by 9 percent (tables 24 and 25).

For business shirts, 99 percent reported owning cotton; no other fiber was mentioned by more than 7 percent (tables 24 and 26).

Fabric Preference

Consistent with the wide extent of ownership of cotton shirts, cotton enjoys a high degree of preference. Among all sport shirt owners, 72 percent prefer cotton. Nylon, the most commonly owned synthetic, is preferred by 9 percent, and rayon by 7 percent (tables 24 and 27).

Preference for cotton for business dress shirts is even higher; 90 percent of those who wear business dress shirts prefer cotton (tables 24 and 28).

Reasons for Preference

Cotton was preferred for summer sport shirts primarily because of its comfort, with particular emphasis on coolness. Almost three-fourths of those who prefer cotton sport shirts mentioned comfort, with slightly over half saying "it's cool." Launderability, performance, and appearance followed in that order.

In cotton dress shirts, appearance and laundering characteristics (mentioned by about 4 in 10 men) are of equal importance. A cotton shirt looks "dressier," "neater," "more tailored," "washes well, and is easily laundered." Performance and comfort were other major reasons for preferring cotton business shirts.

Nylon sport shirts are also preferred for their comfort, but to a slightly lesser extent than cotton. The laundering characteristics of nylon, on the other hand, are mentioned as a reason for preference by nearly as many as mentioned comfort. Those who prefer rayon also cited comfort as a primary reason followed by appearance and performance. In this case, however, the laundering characteristics are in fourth place as a reason for preference (table 29).

Because of the relatively small number of cases involved, all the synthetic fibers, including rayon, were combined in respect to dress shirt preference. Performance, particularly durability, appearance, and launderability were the major characteristics given for preferring any one of these fibers. As in the case of cotton, comfort is fourth in importance for business shirts (table 29).

Among the summer sport shirt owners who said they preferred cotton --

74 percent liked its comfort characteristics
(cool, feels better, more absorbent)
42 percent liked its care and laundering characteristics
(washes well, easily laundered)
22 percent liked performance of fabric
(holds up well, durable)
17 percent liked its appearance (fresh looking, neater)

Among the summer sport shirt owners who said they preferred nylon --

62 percent liked its comfort characteristics
(cool, feels better)
58 percent liked its care and laundering characteristics
(easy laundering)
28 percent liked its appearance (dressy)

27 percent liked performance of fabric
(durable)

Among the summer sport shirt owners who said they preferred rayon --

64 percent liked its comfort characteristics (cool)
38 percent liked its appearance
32 percent liked performance of fabric
25 percent liked its care and laundering characteristics

Among the business dress shirt owners who said they preferred cotton --

45 percent liked its appearance
44 percent liked its care and laundering characteristics
38 percent liked performance of fabric
35 percent liked its comfort characteristics

Dissatisfactions with Preferred Fabrics

For summer sport shirts, only 6 percent of those expressing a preference for cotton had something unsatisfactory to say about cotton. Important among the dissatisfactions were wrinkling, nondurability, and fading and discoloration (tables 1 and 30).

Other fabrics were reported to be less satisfactory. Some criticism was expressed by 16 percent of those choosing nylon, 13 percent of those who preferred rayon, and 16 percent of those selecting all the other fabrics and mixtures. Mostly these were matters of comfort (e.g., "too warm") and failure of the fabric to stand up (table 1).

Table 1.--Extent of dissatisfaction with preferred fiber, by type of shirt and fiber

Fiber	Summer sport shirts	Business dress shirts
	Percent	Percent
Cotton	6	5
Cotton mixtures	7	--
Nylon	16	1/
Rayon	13	4
Synthetics	--	26
Other fabrics and mixtures	16	17

1/ For business dress shirts, nylon is included in "synthetics" because the base is too small for separate analysis.

For business dress shirts, only 5 percent of the 90 percent who prefer cotton found anything to criticize; 26 percent of those who prefer synthetics expressed some dissatisfaction. Over half of the criticism aimed at cotton dealt with its lack of wrinkle resistance, its nondurability, and the fact that it soils easily (tables 1 and 30).

Care and Laundering

By far the majority of summer sport shirts are washed rather than dry cleaned. The proportions by fiber range from 99 percent for cotton shirt owners down to 88 percent for rayon and 83 percent for silk (table 31).

The use of a commercial laundry, however, is comparatively rare. Among those who have their cotton summer sport shirts washed, 12 percent send them to a laundry--the remaining 88 percent have their cotton sport shirts washed at home. Linen shirts are sent to the laundry by 18 percent of the very small group--less than 5 percent of the population--who own them. The percentages of other fabrics sent to the laundry run less than 10 percent.

In the case of home washing, the fiber content of the sport shirt was a determining factor in the use of a washing machine as against hand washing. Cotton was usually machine washed; synthetics were divided between machine and hand laundering.

About half the men have their cotton summer sport shirts starched; comparatively small numbers feel that synthetic fibers have to be starched (around 2 to 5 percent). Nearly all say that cotton summer sport shirts need ironing, as compared with about half of those owning nylon and almost two-thirds of those with Dacron or Orlon sport shirts. Most respondents, incidentally, expressed satisfaction with the results of the laundering or dry cleaning.

A substantial proportion of men take sport shirts with them while traveling; relatively few, however, do any laundering themselves. The proportion of men who self-launder nylon, Orlon and Dacron shirts on trips, however, is about double that owning cotton. Following is the extent of self-laundering on trips among owners of summer sport shirts of selected fabrics:

Summer sport shirts	Percent self-laundering
Cotton	7
Nylon	15
Rayon	9
Dacron	14
Orlon	13

Business dress shirts are almost exclusively washed, rather than dry cleaned--the one exception being rayon. While more men use a commercial laundry for cotton business dress shirts than for sport shirts--about 33 percent have their cotton business shirts sent to the laundry--2 out of 3 say they are washed at home, mostly by machine. Starching and ironing are common practices for cotton business shirts. There is very little starching of nylon, Dacron, or rayon

shirts. About two-thirds of the owners of nylon business shirts and nearly half of the owners of Dacron say they require ironing; rayon requires ironing in the opinion of three quarters of those owning it. Except for a small amount of dissatisfaction among owners of rayon, nylon, or Dacron business shirts, respondents generally were satisfied with laundering results (table 32).

Business shirts are taken on trips by some 70 percent of the men, but only a small proportion bother to self-launder them when they are away from home. There is a wide variance by fiber, however; among Dacron owners, about one-third launder them, about 1 in 6 launder nylon shirts themselves, but only 1 in 35 launder cotton business shirts when on trips.

The Men Go Shopping

Purchases in the past year.--Half of the men who own summer sport shirts said they had shopped for and bought at least one in the last year. The proportion varied widely with age and education. For example, about 3 out of 4 of the men under 20 years old had purchased a sport shirt within the past year, but only 1 out of 4 of the men 65 and over had done so. The proportion also tends downward from large cities to small towns, from high to low income, and from college to grammar school education (table 33).

As with ownership, cotton was far and away the leading fiber--almost three-fourths of those who had bought a summer sport shirt during the last year said their last purchase was made of cotton. Another 5 percent reported buying cotton mixtures. No other single fiber was purchased by more than 7 percent of the buyers (table 24).

Further evidence of the strong hold of cotton on sport shirt wearers is found in a comparison of stated fiber preference with the actual last purchase:

> Of those who prefer cotton, 86 percent bought a cotton sport shirt; the remaining 14 percent were scattered over other fibers.
>
> Of those who prefer nylon, about half bought nylon; 28 percent bought cotton.
>
> Of those who prefer rayon, about half bought rayon; 37 percent bought cotton (table 34).

In the case of business dress shirts, 38 percent of the men reported that they had shopped for and bought one in the past year. Men living in medium-sized and large metropolitan areas, those in upper income families and with a college education were more likely to have bought a dress shirt in the past year. They were principally employed in occupations requiring contact with the public. While the proportion of purchasers declined with age, there was much less variation than for summer sport shirts (table 33).

Over 8 out of 10 buyers of business dress shirts selected cotton for their last purchase; no other single fiber was selected by more than 2 percent of the purchasers (table 24).

Reasons for selection.--The chief reason given by men for choosing the last sport shirt they bought was color, mentioned by about 60 percent (table 35). Specific color preference is discussed on p. 12 . Following were various factors of style and tailoring. Far down the list was material or fiber content. The relative placing of fiber content, not only for sport shirts but for other items as well, possibly suggests that decisions concerning fiber are arrived at, first, as part of an historical process, so to speak--that is, previous shopping experience and use of the various fibers--and, secondly, at a point prior to the actual shopping experience. Some interesting variations were found in respect to the different fibers, however, as illustrated in table 2.

Table 2.--Factors influencing the selection of the last sport shirt purchased, by fiber

Influencing factors	Cotton	Cotton mixtures	Rayon	Nylon
	Percent	Percent	Percent	Percent
Color	60	61	77	64
Style generally	21	20	15	16
Specific style features, (collar, cuff, sleeve, etc.)	21	19	25	12
Pattern or design	21	17	16	3
Material	18	12	9	22
Price	17	15	10	16
Comfort	15	17	12	22
Fabric performance	8	12	7	6
Laundering characteristics	8	14	5	21
Appearance	7	17	20	17

Collar style and color were the principal factors influencing the selection of the last business dress shirt purchased, followed by material, other style factors, appearance, and price.

Who makes the selection.--Slightly under half the men selected and purchased their last summer sport shirt without assistance. About one-third reported that their wives participated in the selection, and about 1 in 10 reported help from store sales personnel. Other family members and friends did not participate to an appreciable extent (table 36).

For business shirts, more than half made their own selections unassisted. The wife was a factor in 29 percent of the selections and store sales personnel in 12 percent.

Price.--The median price paid for the last sport shirt purchased was $3.20. At the one extreme, 15 percent of the men said they paid $2.00 or less for their most recent purchase; at the other extreme about as many paid more

than $5.00. The prices paid for cotton and for nylon (around $3.00) tended to be somewhat less than those paid for cotton mixtures or for rayon (approximately $4.00) (table 37).

The median price paid for business dress shirts within the year was $3.80. One man in 4 reported paying $3.00 or less; 1 in 6 paid more than $5.00.

The importance of shirts as a gift item is illustrated by the fact that 48 percent of the wearers reported receiving a gift of a summer sport shirt in the past year. Business dress shirts were received as a gift during the past year by 42 percent. Those in the younger age group and in the upper family income level were somewhat more likely to receive shirts as gifts (table 38).

Importance of Selected Factors in the Purchase of Business Dress Shirts

In addition to obtaining spontaneous indications of the reasons for purchasing a particular dress shirt, a checklist was used as another measure of the relative importance of selected characteristics that a man might look for in this type of shirt. The items used in the checklist were a combination of those considered important by industry and those mentioned most frequently in the interviews taken during the developmental stage of the questionnaire. The list was handed to each man owning a dress shirt and he was asked to indicate the relative importance of each item to him.

About three-fourths of the men selected three items--wear or durability, ability to hold shape, and color or pattern--as very important. Next in order came style (considered very important by 57 percent), feel of the material (by 45 percent), weave (32 percent), and last, quick drying and required little ironing (16 percent) (tables 39 and 40).

It is apparent that the relative importance indicated here is somewhat different from that indicated in the spontaneous answers given in earlier discussion questions. These differences are doubtless due to the different techniques employed. The spontaneous answers indicate those characteristics which are foremost in the minds of the respondent; the checklist, on the other hand, indicates only the relative rank of the specific factors which have been brought to the respondent's attention. When asked in an "open" manner, collar style and color were highest; when a "suggestive" question was used, the men added the more practical attributes, such as durability and ability to hold shape.

Style preferences.--A list of color and designs currently in use was read to wearers of business shirts, and all respondents were asked which ones they had seen or heard of, which they would choose for personal use, and which they had worn in the past year (tables 3 and 41).

Table 3.-- Awareness, preference and use of selected business shirt designs

Designs for business shirts	Seen or heard of	Would choose	Have worn
	Percent	Percent	Percent
Vertical fine stripe ----	73	22	26
Vertical wider stripe ---	57	7	8
Small check ----------	74	21	24
Horizontal stripe -------	40	4	4
All white ----------	100	87	93
Solid colors ----------	97	64	73

Young men under 20 years of age appear to own and wear the widest selection of styles. For every design mentioned but one--vertical fine stripe--the proportion of young men wearing them exceeded that for the remaining age groups (table 42).

When questioned concerning their color preferences for dress shirts (other than white), light blue, gray, tan, and light green, in that order, were the 4 solid colors mentioned most often.

Several interesting facts are immediately noticeable. First, men, for the most part, are aware of the shirt designs being displayed; a fact which is not too surprising since many of the designs have been used, at least intermittently, for many years. Secondly (with the exception of color as a style factor), substantially fewer men indicated they would choose or have worn each of the designs within the past year, suggesting that there is much room for promotion and advertising designed to translate awareness into use.

Familiarity with weaves.--Respondents were also shown a card listing some of the weaves found in business shirts, and asked which they had in their wardrobes. Familiarity with the different weaves was limited primarily to those men who had some cotton shirts, and within that category to broadcloth (mentioned by 7 in 10) and Oxford (1 in 10). Fewer than 20 percent of the men owning a fiber other than cotton could identify the weave (table 43).

SLACKS, SUMMER SUITS, AND SPORT JACKETS

Ownership and Wearing

In further evidence of the trend to informality in men's clothing, three-fourths of the men interviewed reported wearing summer slacks in the past 12 months (table 44). Nearly one-third wear summer slacks the year round; an additional 45 percent wear them more than one season, mainly in the spring and autumn, as well as in the summer (table 45). Present acceptability for general wear is shown not only by the fact that 40 percent of those owning summer slacks

wore them every day during the past summer, but that they are worn for business by a similar proportion. Altogether, more than 90 percent of the men wore summer slacks once or more a week during the summer months, mostly for dress (72 percent), lounging (64 percent), sports (51 percent) and business (44 percent) (tables 46 and 47).

Just over 4 men in 10 reported wearing summer suits in the past year. Seasonal use was about the same as for slacks--approximately 6 men in 10 of the wearers use summer suits in more than one season, usually spring and autumn. Summer suits are worn once or twice a week by the largest single group of men (43 percent), with dress the predominant occasion for wear and business next (tables 44,45,46,47).

Sport coats are owned by fewer males than separate slacks. Only 29 percent of the men had worn summer sport coats during the past year; about a third had sport coats for spring, fall, and winter wear. Among those who have them, about 40 percent wore them once or twice a week during the appropriate season. For the most part, sport coats are worn on dress occasions, particularly by younger men. Nearly 8 out of 10 men reported wearing them for dress; around 4 in 10 wear them for business (tables 44,45,46,47).

Each of the 3 items discussed in this section was used more extensively by men living in larger cities. For example, 71 percent of the men living in towns of 2,500 persons or less owned separate slacks; 83 percent of those living in large urban metropolitan centers of 1 million or more owned separate slacks. Age-wise, the pattern varied somewhat by item. Summer slacks and summer sport coats are more likely to be worn by younger men; summer suits are used to a greater extent by men between the ages of 20 and 64, the working-age group. Sport coats used in seasons other than summer find their greatest appeal among men under 45 years of age; over this age such sport coats seem to lose much of their favor. In terms of either education or income, ownership of all of the items increases directly with higher educational attainment or greater family income (table 44).

Fabrics Owned

Cotton, rayon, wool and Dacron were the leading fabrics mentioned for summer slacks. Cotton slacks were owned by 49 percent of the men having slacks in their wardrobes, rayon by 28 percent, wool by 27 percent, and Dacron by 13 percent. Cotton blends and wool blends were reported by small proportions, as were other fabrics and mixtures (tables 48 and 49).

Wool was the leading fabric for men's summer suits. More than one-third of the owners had wool summer suits. Wool blends were mentioned by small percentages, wool and Dacron and wool and rayon leading these with about 7 percent each. Rayon and cotton, each owned by about 15 percent, ranked second to wool. Dacron summer suits were owned by 8 percent, and all other fibers and mixtures were owned by smaller proportions (tables 48 and 50).

Wool was also the outstanding fabric for sport coats, both summer and other seasons. Over half the owners reported having wool summer sport coats, and almost 8 out of 10 had other season sport coats made of wool. Cotton was in second place for both types of sport coats, although naturally cotton summer coats were owned by a higher proportion (23 percent) than owned cotton jackets made for wear in other seasons of the year (16 percent) (tables 48, 51, and 52).

Principal fabrics represented in men's wardrobes for summer slacks, summer suits and sport jackets reported by owners of these garments are summarized in table 4.

Table 4.--Principal fibers owned by men, for selected items of clothing

Fabrics owned	Summer slacks or separate trousers	Summer suits	Sport jackets	
			Summer	Other season
	Percent	Percent	Percent	Percent
Cotton ----------	49	14	23	16
Cotton and rayon -	7	4	3	1
Cotton and Dacron	3	3	1	--
Cotton and wool --	2	3	3	2
Rayon ----------	28	15	11	4
Rayon and wool ---	5	6	3	3
Wool ----------	27	36	53	79
Wool and Dacron --	4	7	2	1
Dacron ----------	13	8	2	1/*
Nylon ----------	4	2	2	--
Linen ----------	4	4	6	1
Orlon ----------	2	1	1	--

1/ Asterisk denotes less than 1 percent.

Fabric Preferences

The fabric preference is about the same as for ownership (tables 48 and 53, 54, 55, 56).

Cotton--As shown in table 5, cotton is the top fabric preferred for summer slacks; is in second place for sport jackets, both summer and other season, and in third place for summer suits.

Wool--The favorite for summer suits and both summer and other season sport jackets, wool is in second place in respect to summer slacks.

Rayon--Although not the top preferred fiber for any single item, rayon stands second for slacks (with wool) and third for summer suits (with cotton). In fourth place for summer sport jackets, it is of negligible importance for sport jackets for other seasons.

Dacron--This is the only other unblended fiber preferred to any appreciable extent. For both summer slacks and summer suits it is in fifth position, preferred in each case by about 8 percent of the men.

Of interest, incidentally, is the fact that no single fiber or blend of fibers is preferred by an overwhelming proportion of the men for the summer items discussed here--slacks, suits, and sport jackets.

The major fiber preferences for slacks, summer suits and sport jackets of both types are summarized in table 5.

Table 5.--Fibers preferred by men for selected items of clothing

Fabric	Summer slacks	Summer suits	Sport jackets	
			Summer	Other Season
	Percent	Percent	Percent	Percent
Cotton --------	24	10	16	8
Wool ----------	17	28	43	77
Rayon ---------	16	10	7	2
Cotton mixtures	9	3	4	--
Wool mixtures -	8	17	12	7
Dacron -------	8	7	2	1/*

1/ Asterisk denotes less than 1 percent.

Reasons for Preferences

Summer slacks.--The major considerations in fabric preference for summer trousers were care and laundering, performance, and comfort (tables 6 and 57). Some differences were found among those who preferred the various fibers, however. Among men who liked cotton, comfort was the leading reason (mentioned by 63 percent), followed by ease of care and laundering. Performance was most important to those who preferred wool, followed by ease of care, particularly in respect to the ability of wool to hold a press. Rayon, like cotton, was preferred for its comfort and for its performance (slightly more than half gave these reasons). Dacron was cited for its ease of care and laundering and

for performance by approximately equal proportions of the men who prefer it--about 63 percent.

Table 6.--Major reasons for preferring selected fibers for summer slacks

Reasons	Cotton	Wool	Rayon	Dacron
	Percent	Percent	Percent	Percent
Comfort --------	63	23	55	44
Performance ----	33	71	52	61
Care and laundering ----	55	53	47	63
Appearance -----	10	35	22	16
Weight ----------	11	13	22	22
Price ----------	16	--	7	1

Summer suits.--In the main, the same reasons were given for preferring the various fibers for summer suits as were given for slacks (tables 7 and 58).

Table 7.--Major reasons for preferring selected fibers for summer suits

Reasons	Wool	Wool and Dacron	Other wool blends	Rayon	Cotton	Dacron
	Percent	Percent	Percent	Percent	Percent	Percent
Performance --------	69	59	61	51	38	46
Care and laundering	42	44	45	49	35	46
Appearance ---------	37	26	28	21	20	27
Comfort ----------	28	57	45	65	68	58
Weight ----------	15	41	33	33	24	45

Owners of summer suits who preferred wool and who gave performance reasons especially singled out the durability of wool and the fact that it holds its shape, does not shrink, bag, or stretch. Those who cited the ease of care characteristics of wool spoke mainly of the fact that wool holds a press and keeps a press longer.

Comfort was the leading reason given by owners who preferred cotton, rayon, rayon blends and Dacron--they referred mainly to the coolness of these fabrics.

Chief among the performance factors for Dacron were durability, wrinkle resistence, and ability to hold shape. Wrinkle resistence was also mentioned particularly in regard to wool and Dacron blends.

Sport coats.--Men who preferred wool for summer sport coats and who cited performance factors mainly praised wool's durability and the fact that it holds its shape, does not stretch or bag. Comments relating to appearance included the fact that it looks nice generally, is dressier, neater and more tailored. Coolness constituted the major considerations among those who cited comfort reasons for preferring cotton or rayon fabrics for summer sport coats (tables 8 and 59).

Table 8.--Major reasons for preferring selected fibers for summer sport coats

Reasons	Wool	Wool mixtures	Cotton	Rayon
	Percent	Percent	Percent	Percent
Performance -------	66	61	24	31
Appearance --------	41	29	28	29
Comfort ----------	31	44	62	52
Weight ----------	13	29	31	35

For other season sport coats, primary consideration in selecting wool, the outstanding choice, was given to its performance and comfort (table 60). Most important performance factors were that it holds up well, is durable, holds its shape, doesn't stretch or bag. Major comfort factor is warmth. Just over two-thirds of the "other season" sport coat owners who prefer wool named performance factors, while 47 percent referred to wool's warmth as a reason for preference. Almost 40 percent spoke of wool's appearance, saying specifically that it looks nice, is dressier, neater, and more tailored.

Dissatisfaction with Preferred Fabrics

Very few men were dissatisfied in any way with their favorite fabric for slacks (table 61). The main criticisms of cotton and cotton mixtures, mentioned by those preferring these fibers or mixtures, pertained to performance and care factors (table 62). The men talked about the tendency to wrinkle easily and stretch and not hold shape or press. Only 1 in 10 (1 percent of those who preferred cotton) complained about the comfort of cotton and cotton mixtures whereas the leading disadvantages of wool and wool mixtures for summer slacks involved factors of comfort. Just under two-thirds of those favoring wool or wool mixtures who expressed any dissatisfaction said such slacks are too itchy, scratchy, or too warm. About 2 out of 10 complained about care and laundering, particularly that wool is not washable and that it shrinks; an additional 1 in 7 are dissatisfied with the performance of wool and wool blends for summer slacks.

The few complaints directed to fabrics preferred for summer suits or for sport jackets were too scattered to be significant in respect to any particular fiber. About two-thirds of those who complained about wool sport jackets for other seasons than summer said they were uncomfortable, but this represents a very small segment--about 6 percent of those who prefer wool.

Care and Laundering

The majority of owners of summer slacks of all fabrics except cotton reported that their slacks were usually dry cleaned (table 63). These figures ranged from 53 percent for owners of nylon slacks to 99 percent for wool. On the other hand, some 64 percent of the men who own cotton slacks have them washed.

Among those who have their slacks washed, most of the owners of fabrics other than nylon or Dacron said that ironing was necessary. One-half of the owners who reported having Dacron slacks washed and 3 out of 5 of those who had nylon slacks washed said ironing was not necessary.

Summer suits are almost always dry cleaned irrespective of fabric, although about 15 percent of those who own cotton or Dacron suits have them laundered (table 64). Among those who have their suits washed, nearly all said their cotton suits required ironing, and 80 percent reported ironing necessary for their Dacron suits.

Washing was reported by 15 percent of those who own cotton summer sport coats, and 8 percent of those who have cotton sport coats for other season wear. Otherwise dry cleaning of sport coats is almost universal (table 65).

The number of times a garment is worn before washing or dry cleaning appears to be directly related to fabric. On the whole, slacks and suits are cleaned or washed more frequently than separate jackets (tables 66, 67, 68). Using the median number of wearings in each case, table 9 summarizes the variations in cleaning by fabric for each garment.

Table 9.--Average number of wearings of selected items before laundering or cleaning, by fiber

Item of clothing	Wool	Cotton	Rayon	Dacron	Nylon
	Number	Number	Number	Number	Number
Slacks --------	6.0	3.7	5.3	5.3	3.6
Suits ---------	7.1	3.9	5.6	5.5	--
Summer sport coats --------	11.2	5.9	7.7	--	--

The Men Go Shopping

Summer slacks.--One-half of the men who wear separate slacks reported that they had shopped for and bought slacks in the past year; 12 percent had received a pair as a gift. Purchases were proportionately more numerous among those in the larger cities, with some higher education, and in the upper income groups (tables 69 and 70).

Among those who had purchased slacks, there was a diversity of fabrics selected. Cotton was the leader, with 23 percent buying cotton slacks, and another 9 percent buying cotton mixtures. Wool slacks were purchased by 16 percent, wool mixtures by an additional 9 percent, rayon by 15 percent, and Dacron by 12 percent. Other fabrics and mixtures were mentioned by 2 percent or less (table 48).

In general, these men reported buying the fabric they preferred. The figures range from the 67 percent of those preferring rayon slacks who bought rayon up to 84 percent of those who prefer Dacron who bought Dacron. Among the men who did not buy their preferred fabric, cotton was the principal "alternate" fabric purchased (table 71).

Color was the major consideration in the purchase, followed by style, material, comfort, and care (table 72). As noted in the discussion on shirts, the relative placing of material in this selection process probably does not mean that fiber content is ignored, but rather that it is taken into consideration at an earlier stage in the selection process. The same is true, of course, for the other items discussed in this section. There were some variations by type of fabric purchased (table 10).

Table 10.--Factors influencing the purchase of summer slacks, by fiber

Reasons	Cotton	Cotton mixtures	Wool	Wool mixtures	Rayon	Dacron
	Percent	Percent	Percent	Percent	Percent	Percent
Color ----------	44	69	64	67	61	58
Style ----------	23	21	33	24	24	12
Price ----------	22	16	13	8	15	11
Comfort ----------	20	22	19	12	27	27
Material ---------	16	24	31	26	26	17
Care and laundering	16	17	16	13	13	27
Performance ------	16	16	13	24	18	21

The median price paid for the last pair of slacks purchased was $8.75. Variations by fabric were from a median of $5.40 for cotton slacks to $14.55 for all wool (table 73).

In about half the cases, men selected their summer slacks unaided. Wives assisted one-third, and store personnel helped 14 percent (table 74).

Summer suits.--Summer suits had been purchased during the past year by one-third of the men who wore them. These purchases were primarily among the men under 65, the better educated, and those in the upper income group (table 69).

Wool and wool mixtures were the leading fabrics chosen for the last summer suit selected by 29 percent and 20 percent, respectively. Next in importance was Dacron, with 9 percent buying all-Dacron suits and 8 percent buying Dacron and wool, (also included above in wool mixtures). Cotton suits were bought by 7 percent and cotton mixtures by 8 percent (table 48).

About half of all the men who purchased new summer suits in the 12 months preceding the interview had stated a preference for wool or wool mixtures. A large majority of this group bought a wool or wool mixture suit (table 71). The half who did not prefer wool or a wool mixture were too diversified in preference to permit a detailed analysis by fabric preference.

Again, color was reported to be the most important factor influencing final selection of the most recent suit purchased. Style, comfort, and good material were next in order of mention (table 75). The selection was made by the respondent alone in 40 percent of the cases, by the respondent and his wife in 40 percent, and by the respondent and a salesman in 20 percent (table 74).

The median price paid for the last summer suits purchased was $42.50 (table 76).

Sport coats.--About 30 percent of the owners of sport jackets, whether summer or other season jackets, had bought one during the past 12 months. Incidence of purchase is higher among the younger owners (table 69).

Wool was clearly the outstanding choice for the last sport jacket purchased; half the men who bought summer sport jackets, and three-fourths of the men who bought sport jackets for other seasons wear, bought wool (table 48). Among those who had stated that they preferred wool jackets, 92 percent bought a wool sport jacket (this is true of both types) at the time of the last purchase (table 71).

About 40 percent of the men who bought new sport jackets of either type shopped alone (table 74). Wives helped nearly as many and the store personnel gave special assistance to about 15 percent.

Color was said to be the determining factor in the final selection by about two-thirds of those who had bought summer and/or other season sport jackets in the past year. Style, comfort and material were next considerations (table 77).

Median price for all-summer sport jackets was $23.55, with a range of from $29.40 for all-wool jackets to $18.08 for others. Jackets for other seasons ran higher, with a median of $25.40. influenced by the higher percentage of men who bought all-wool jackets ($27.15)(table 78).

Importance of Selected Factors in General Purchasing

Irrespective of whether or not they had purchased slacks, a suit, or a sport jacket during the past year, respondents were asked to rank certain factors as being very important, somewhat important, or not too important to them in purchasing these items.

The ability to hold shape was considered very important for all of the items by more than 8 in 10. Close behind came durability and color. Style, feel of material, and weave were next in order of selection as very important, followed at the extreme by wash-wear or drip-dry properties (tables 11, and 79, 80, 81, 82, 83, 84).

Table 11.--Importance of selected factors in the purchase of summer slacks and sport coats

Factors	Summer slacks	Summer sport coats	Other season sport coats
	Percent	Percent	Percent
Ability to hold shape	87	88	88
Durability	84	82	84
Color or pattern	77	84	85
Style	57	79	79
Feel of material	57	59	57
Weave	40	44	45
Wash-wear; drip-dry	17	10	8

New Type of Summer Suits

During the Summer of 1956, a new type of all-cotton summer suit was introduced into the market. These all-cotton summer suits excluded seersucker or cord. Basically, these new all-cottons are fairly lightweight and are made to resemble other materials. The fabric can be constructed to have a tweedy, shiny, gabardine, worsted or other type of appearance. The purpose of these new cottons is to compete with the synthetics and blended fabrics which have become so generally known and accepted. Only 15 percent of the men interviewed reported that they had seen or heard about these new all-cotton summer suits, and only 1 percent of the total interviewed actually owned such suits (table 85).

Those who had seen or heard of all-cotton summer suits were asked to describe the appearance of the material. The most frequent description, given by 15 percent of the aware group, was "lightweight, thin, cool, airy." Just over 10 percent used such descriptive terms as "shiny, glazed, polished, slippery," and an equal proportion said they look like "wool or worsted." Another 9 percent described them as "shapeless," "having no body," and "looking like sacks." About 30 percent said they had just heard about them and were unable to describe them (table 85).

As an attempt to help the respondents describe the suits, a list was read (tweedy, shiny, gabardine, worsted) and the respondent was asked to indicate which of the terms applied to the appearance of these new summer suits. One out of 4 said they thought they had a "gabardine" appearance, while 2 in 10 described them as "shiny." An additional 2 in 10 said they looked "tweedy," and 16 percent thought they resembled "worsted." About 1 in 4 could not decide on a description. The complete selection of descriptions is as follows:

Appearance	Percent1/
Total aware of new all-cotton summer suits	100
Gabardine	25
Shiny	21
Tweedy	20
Worsted	16
Linen	1
Silky	1
Dull	1
Burlap	2/*
All others	3
Don't know, not ascertained	24
Number of cases	349

1/ Percentages add to more than 100 because of multiple answers.
2/ Asterisk denotes less than 1 percent.

Style

In recent years, the styles of the garments discussed in this section have undergone some changes. As an example, narrow or pencil-line trousers have been introduced, button styles on jackets have changed, and the shoulder padding has been modified in size and shape. A series of questions was asked to determine men's awareness and acceptance of each of a number of new style items.

It was found that some 37 percent of the men interviewed had heard of pencil-line trousers. Age and income were found to be associated to a marked

degree with the extent of awareness. The awareness ratios dropped steadily from 53 percent among the teenagers to 19 percent among those 65 and over. They increased from 28 percent among those with family incomes under $3,000 to 45 percent among those with incomes of $5,000 and over (table 86).

Among men who had heard about pencil-line trousers, only 18 percent said they liked them, 72 percent said they did not like them, and 10 percent had no opinion. Awareness and liking were related; teenagers liked pencil-line trousers to a much greater degree than men over 20.

About 7 percent owned pencil-line summer slacks or trousers and only 2 percent owned summer suits with trousers of this type. Ownership of pencil-line trousers was markedly higher among teenagers than among older men.

During the interview, a list of fabric designs that are used in summer slacks, summer suits, summer jackets, and other season jackets was read to the respondent, and he was asked to select the design preferred for each of the garments (table 12).

Table 12.--Preference for various fabric designs, for selected items

Fabric design	Summer slacks	Summer suits	Summer jackets	Other season jackets
	Percent	Percent	Percent	Percent
Solid color -------	81	66	50	51
Plaid -------------	2	4	13	11
Check -------------	4	8	13	9
Vertical stripe ---	6	9	4	3
Tweed -------------	1	1	3	5
Flecked spatter ---	1	1	1	1
All other ---------	1/*	2	1	1
No preference stated	5	9	15	19

1/ Asterisk denotes less than 1 percent.

Preference for the different fabric designs for summer slacks and suits showed little variation by age or income group. Solid colors for both types of jackets were selected more frequently by men living in areas under 1 million population than in the larger urban areas. There was a tendency, also, for solid colors to be preferred by men aged 20 or over and by lower and middle income men. Preference for both plaids and checks are more notable among younger men (tables 12, 87 and 88.

In discussing button styles, men in the sample were asked whether they preferred one, two, three, or four buttons for summer suit jackets, summer sport coats, and other season sport coats. For all three types of garments, the

two-button style was the leading preference. Almost half of the men interviewed preferred these for summer suit jackets, 45 percent for summer jackets, and 39 percent for other season jackets (tables 13, 89 and 90).

Table 13.--Preference for various button styles, for selected items

Button styles	Summer suit jackets	Summer jackets	Other season jackets
	Percent	Percent	Percent
Two button ----------	49	45	39
Three button --------	30	26	30
One button ----------	9	10	5
Four button ---------	4	5	9
No preference stated-	8	14	17

Two-button style jackets appeared to be slightly more popular among men in the middle age groups and among upper and middle income men. Men aged 65 or over tended to favor the three-button style.

Asked what pocket style they preferred for summer suit jackets, summer sport coats, and other season jackets, men in the sample consistently preferred patch pockets and flap pockets over other types. Patch pockets were particularly preferred for summer sport coats. Preference for patch pockets was highest among men under 65 years of age and among upper income men; men 65 and over appeared to prefer flap pockets (tables 14, 91 and 92).

Table 14.--Preference for various pocket styles, for selected items

Pocket styles	Summer suit jackets	Summer sport jackets	Other season jackets
	Percent	Percent	Percent
Patch pockets ------	36	41	32
Flap pockets -------	33	24	31
Slash pockets ------	21	21	22
No preference stated	10	14	15

The leading preference for shoulder padding for jackets was the slightly padded type. Seven out of 10 of the men favored this type for summer suit

jackets, and two-thirds preferred slightly padded shoulders for both summer jackets and other season jackets (table 15).

Table 15.--Preference for various styles of shoulder padding, for selected items

Padding styles	Summer suit jackets	Summer sport jackets	Other season jackets
	Percent	Percent	Percent
Slightly padded shoulder -	70	66	65
Completely unpadded shoulder ----------	13	14	13
Padded shoulder ----------	12	11	13
No preference stated -----	5	9	9

In general, men between the ages of 20 and 45 seemed to like slightly padded shoulders for jackets more than younger or older men, and preference for this type rose consistently with increases in both family income and community size (tables 93 and 94).

BERMUDA SHORTS AND SWIMMING TRUNKS

Bermuda shorts.--This garment has gained sufficient acceptance to be found in the active wardrobes (i.e. owned and worn in the past 12 months) of 11 percent of all men interviewed. The wearing of Bermuda shorts appears to be on the increase, as two-thirds of the present owners expect to wear Bermudas just as often as they did last year (65 percent wore them once a week or more often), 19 percent plan to wear them more often, but only 10 percent expect to wear them less frequently than last year. Most frequent occasion of wear is "around the house," mentioned by 83 percent of wearers, followed by sports use (46 percent) but 33 percent wear them for company at home, 15 percent for company at a friend's home, and 13 percent for other special occasions. Even business wear was reported by 2 percent (tables 95, 96, 97, 98).

Bermuda shorts are found to be more prevalent in larger cities, and substantially more common among those with a college education and incomes above $5,000. Agewise, use of Bermuda shorts appear to be spread fairly evenly across all the age groups, with the exception of those 65 years old and over, when ownership drops.

Cotton is the outstanding Bermuda shorts fabric, owned by 77 percent and preferred by 68 percent. Linen, owned by 11 percent and preferred by 8 percent, is in second place. According to those who prefer cotton, its outstanding advantage for Bermuda shorts is its comfort, particularly coolness. Second

reason is ease of laundering. The proportion of men who were dissatisfied with any preferred fabric was negligible (tables 99, 100, 101, 102).

Nearly half of the Bermuda short owners had bought a pair during the 12 months preceding the interview, and 70 percent of these had bought cotton. Among those who said they preferred cotton, 95 percent bought cotton the last time they bought Bermuda shorts. About half of the men made their own selection, 31 percent were assisted by their wives, and 12 percent by store personnel. Color was reported the principal factor in selection, mentioned by 59 percent of purchasers, followed by style (27 percent). The median price paid for the last pair of Bermuda shorts purchased was $4.35 (tables 103,104,105, 106, 107).

Nearly half the wearers of Bermuda shorts said they bought their first pair themselves. Bermuda shorts were received as a gift by 19 percent of the owners last year (tables 107, 108).

Swimming trunks.--Nearly half the men interviewed own swimming trunks that they have worn in the past year, and 57 percent of the owners have cotton trunks (tables 95 and 99). Nylon and rayon are next in popularity, each owned by about 15 percent. Swim trunks, like Bermuda shorts, are found to a greater extent in the larger cities and among men with more education and income. As far as age and ownership of swim trunks is concerned, the proportion owning increases steadily from a low of 9 percent among those 65 years and over to a high of 81 percent among teenage boys (Tables 95 and 109).

The boxer type, i.e., those cut to resemble shorts, is preferred by almost three-fourths of the owners; the remaining men preferred briefs. Woven fabric was preferred by about two-thirds of the swimming trunk owners, 2 in 10 mentioned lastex, and less than 1 in 10 preferred knit swimming trunks. Only 9 percent of the owners had received swimming trunks as a gift in the last 12 months (tables 108, 110 and 111).

PAJAMAS, ROBES AND SOCKS

Pajamas.--Incidence of use of pajamas (59 percent overall) is directly correlated with size of community, degree of education, and income level. For example, 71 percent of men in the large cities, 75 percent of the college educated, and 65 percent of those earning $5,000 per year or more wear pajamas. At the other extreme, only 45 percent of those in small cities, 47 percent with grammar school education, and 48 percent with incomes less than $3,000 wear pajamas (table 112).

Almost all the owners said they had cotton pajamas, and 94 percent said they preferred cotton. No other fabric or mixture was named by more than 5 percent for ownership, or 2 percent for preference (tables 113, 114, 115).

The principal reason for preferring cotton pajamas was comfort, mentioned by about 70 percent. Specifically, men like its coolness, and say it feels

better generally. Ease of laundering was mentioned by about one-third, and more than one-fifth spoke about wearing qualities, particularly durability. There was no appreciable dissatisfaction with cotton for pajamas (table 116).

A little more than one-third of the men who wear them said they had received pajamas as a gift during the past year, with the incidence higher among younger men, and among men from the higher income families (table 117).

Robes.--Bathrobes or lounging robes were owned by 48 percent of the men interviewed. They are found most in the wardrobes of better educated, and more prosperous men living in large cities (table 112).

Cotton is the most common fabric, owned by 49 percent, followed by wool (35 percent, rayon (22 percent), and silk (10 percent). There are only minor differences among the population segments owning cotton robes. There are, however, observable differences between the men who own wool robes and those who own rayon robes. Generally speaking, the men who have wool robes tend to be somewhat older and live in the larger cities, whereas rayon robes are worn more by those in the medium-sized cities and the younger men (tables 113 and 118).

Cotton is preferred for robes by 45 percent of the robe wearers, wool by about 25 percent, rayon by 14 percent, and silk by 6 percent. Comfort is the primary consideration, regardless of the fabric preferred. In the case of wool, about 8 in 10 mentioned its warmth. Cotton's appeal was heightened by its laundering characteristics; in the case of rayon or silk robes, their lightweight and their dressier appearance contributed heavily to their selection as a preferred fiber. On the whole, the preferred fabric is satisfactory to its owners (tables 116 and 119).

Robes were presented during the past year as gifts to 14 percent of the men who wear them, with a definitely higher incidence among the younger than among the older men (table 112).

Socks.--About 80 percent of the men wear cotton socks, with ownership somewhat higher in the smaller cities and among those earning less than $5,000. Nylon socks are found in the wardrobes of 55 percent of the men interviewed, with the incidence of ownership sharply higher among men under 65 years of age, and greater in the upper income and educational levels.

One-fourth of the men said they owned wool socks. Those in large cities, college educated, and with incomes of over $5,000 were more likely to own such socks. Rayon socks, on the other hand, worn by 16 percent of the men interviewed, were found mostly in the wardrobes of the older, grammar school educated, and lower income men (table 120).

According to nearly half of the respondents, cotton is the best sock fabric. Nylon socks are preferred by 27 percent, and wool by only 8 percent (table 113). Cotton and wool are preferred primarily for comfort--both absorb perspiration, cotton is cool and more comfortable, wool is warm. Nylon is

preferred for its performance and its fit--it holds up well, fits smoothly. While there is general satisfaction with the preferred fiber, it is interesting to note that nylon, with a higher proportion of dissatisfied "preferrers" than any other fiber was criticized primarily because it was considered uncomfortable--it was too warm or nonabsorbent and made the feet perspire (13 percent who preferred nylon made these critical comments)(tables 121, 122, 123).

Nearly 70 percent of the men interviewed had worn "stretch" socks in the past year. These socks were more popular among the younger men, the better educated, those in upper income families and those whose occupations brought them into contact with the public. About 40 percent of these men said their wives had bought the first pair of stretch socks they owned; 25 percent had done their own purchasing. In the ownership group, 72 percent had last purchased nylon, 23 percent had purchased a blend. Most men (70 percent) were satisfied with their last pair of "stretch" socks, but among those who were not satisfied, regardless of whether they had all nylon or a blend, more than half said they were uncomfortable, a third complained about the fit, and 1 in 4 disliked the performance (tables 124, 125, 126, 127).

Within the last year socks were received as a gift by nearly two-thirds of the men interviewed (table 117).

LABELING

In an attempt to determine the importance of various types of label information for the clothing items selected for this study, the men in the sample were read a list of certain kinds of information which may appear on labels and were asked how important they considered each type of label information in buying wearing apparel of the type included in the survey. Fiber content and washing instructions were each mentioned as very important types of label information by slightly over half of the men (57 percent). Fabric properties were next considered in this category by some 47 percent. Less than 30 percent appeared concerned over the presence or absence of labels dealing with the "origin" of either the fabric or the garment (tables 128 and 129).

Label information	Very important Percent
Fiber content	57
Washing instructions	57
Fabric properties (wash-wear, drip-dry, crease resistent, etc.)	47
Imported or domestic fabric	23
Imported or domestic garment	30

APPENDIX

Note on Sampling Error

Using the formula

$$1.4\sqrt{\frac{pq}{n}}$$

and taking from the study, for example, the proportion of males who own summer suits (43 percent), the sampling error would be computed as follows:

$$1.4\sqrt{\frac{.43 \times .57}{2379}} = .0143 = 1.43 \text{ percent}$$

Therefore, chances are that using the same techniques, in 2 out of 3 cases the proportion would fall between 41.6 percent and 44.4 percent. Or, if we want a greater degree of confidence in our statement, the chances are 19 out of 20 that the estimate would fall between 43 percent - (2 x 1.43 percent) and 43 percent + (2 x 1.43 percent) or between 40.1 percent and 45.9 percent.

The formula used above is the well-known formula

$$\sqrt{\frac{pq}{n}}$$

(for the standard error of the proportion in a simple random sample) multiplied by the factor 1.4. In these formulas, p represents the proportion having a particular characteristic, q the complement, or those not having the characteristic (q = 1-p) and n, the number of units in the sample. The standard error of the proportion, itself, measures the precision of the proportion obtained from the sample, by giving the number of percentage points which, subtracted from or added to the proportion obtained from the sample, will give the range within which the universe proportion is likely to fall, on the average roughly in 2 cases out of 3. This standard error of the proportion may be referred to as "sampling error."

The factor of 1.4 represents an estimate of the ratio of the standard error of the proportion for a stratified cluster sample to the same measure for a simple random sample of equal size. This estimate was obtained from studies in the past, for which the standard error of the proportion was computed exactly on the basis of the proper mathematical formula for stratified cluster sampling.

It appears that on the average such a sample has the precision of a simple random sample of about half its size. This relationship, of course, varies from study to study, from sample to sample, from proportion to proportion and from base to base (for computing proportions). However, on the basis of many studies analyzed in the past, well designed and well executed stratified cluster samples tend to be equivalent in precision to simple random samples of about half their size.

This permits estimating the sampling error of stratified cluster samples. Since the standard error of the proportion for simple random sampling varies inversely with the square root of the size of the sample, the standard error for a stratified cluster sample will be, on the average, roughly

$\sqrt{2}$ times that for simple random sampling.

Hence, the formula becomes, approximately,

$$1.4\sqrt{\frac{pq}{n}}.$$

Comparison of results: 1948 and 1956

As noted earlier, a somewhat similar study was conducted by the Department in 1948. 1/ A comparison of the results of the two studies relative to ownership of similar items is shown in table 16 below.

Table 16.--Ownership of selected items: 1948-1956

Item	Ownership	
	1956	1948
	Percent	Percent
Business dress shirts ----	91	96
Summer sport shirts ------	86	65
Summer slacks ----------	77	55
Summer suits ----------	43	40
Pajamas ----------	59	53
Robes ----------	48	53

Before attempting any analysis of differences or similarities over time, the following factors should be reviewed, considered and weighed as to their effect on the resulting data. In the first instance, the 1948 study was conducted in the spring of the year and covered winter and summer garments; interviewing for the current study took place in the late fall and winter with the major emphasis on summer garments. In the second place, questioning techniques were different--as an example, in the 1948 study, fiber preference was determined by a direct question, "Would you rather have one made of rayon, wool, cotton, or a mixture?" In the current study, the respondent was asked his choice after referring to a card which listed no less than 10 fibers or mixtures--some of which were unknown in 1948; certainly a significant difference in approach which cannot be overlooked in comparing the results. Further, the studies were conducted by different organizations, each using its own interviewers, training methods and materials; and the items included in this study differed to a great extent from those included previously. And finally, the categories established for the reasons answers, of necessity, differed so drastically in meaning as to render such an analysis almost invalid from the start. With such factors in mind, then, the purpose of tables 17, 18, and 19 is to show some estimates from the two studies as illustrations of the changes for selected items and fibers since 1948. Those desiring to make similar comparisons for other items will find the necessary data in the current report and in that listed in the footnote.

1/ Department of Agriculture, Misc. Pub. No. 706, Men's Preferences Among Selected Clothing Items, December 1949.

Table 17 presents a comparison of fibers owned for 3 of the major items included in both studies--business dress shirts, summer sport shirts, and summer suits.

Table 18 indicates the relationship in preferred fibers for the same items.

Table 19 presents some of the major reasons for preferring cotton shirts, both business and sport, and wool summer suits in both 1956 and 1948.

Table 17.--Ownership of selected items, by fiber: 1948-1956

Fiber	Business dress shirts		Summer sport shirts		Summer suits	
	1956	1948	1956	1948	1956	1948
	Percent 1/	Percent 1/	Percent 1/	Percent 1/	Percent 1/	Percent 1/
Cotton	99	90	95	80	14	20
Wool	1	--	2	18	36	52
Rayon	4	36	28	60	15	13
Nylon	7	--	37	--	2	--
Dacron	3	--	9	--	8	--
Orlon	1	--	5	--	1	--
Linen	3	--	5	--	4	--
Silk	1	--	4	--	--	--
Mixtures	--	1	--	34	--	48
Cotton and rayon	--	--	3	--	4	--
Cotton and Dacron	1	--	2	--	3	--
Cotton and wool	--	--	--	--	3	--
Wool and Dacron	--	--	--	--	7	--
Wool and rayon	--	--	--	--	6	--
Number of owners	2,171	2,123	2,054	1,357	1,029	887

1/ Percentages add to more than 100 because some respondents named more than 1 fiber.

Table 18.--Preference for selected items, by fiber: 1948-1956

Fiber	Business dress shirts		Summer sport shirts		Summer suits	
	1956	1948	1956	1948	1956	1948
	Percent1/	Percent1/	Percent1/	Percent1/	Percent1/	Percent1/
Cotton	90	67	72	38	10	8
Wool	--	--	--	4	28	39
Rayon	1	16	7	26	10	7
Nylon	2	--	9	--	2	--
Dacron	1	--	2	--	7	--
Orlon	--	--	1	--	1	--
Linen	2	--	1	--	3	--
Silk	--	--	1	--	--	--
Mixtures:						
Cotton and rayon	--	--	1	11	3	8
Cotton and Dacron	1	--	1	--	2	--
Cotton and wool	--	--	--	2	3	13
Wool and Dacron	--	--	--	--	6	--
Wool and rayon	--	--	--	2	4	10
Number of owners	2,171	2,123	2,054	1,357	1,029	887

1/ Percentages add to less than 100 because fibers preferred by less than 1 percent are not shown.

Table 19.--Major reasons for preference for cotton shirts and wool summer suits: 1948 - 1956

Reasons	Cotton business dress shirts		Cotton summer sport suits		Wool summer suits	
	1956	1948	1956	1948	1956	1948
	Percent	Percent	Percent	Percent	Percent	Percent
Comfort ----------	35	21	74	52	28	26
Laundering characteristics -----	44	43	42	38	42	11
Durability -------	28	28	16	20	69	71
Appearance -------	45	18	17	8	37	18
Number of cases-	1,963	1,425	1,478	511	295	342

Tables: 1956 Study

The following tables show the percentage distributions of answers given to the questions asked for this study. The order of the tables corresponds generally to the preceding discussion.

The income distributions represent total family income before taxes, as reported by the men interviewed. The distribution by income was grouped very roughly into terciles; the "lower" income group includes family incomes up to $3,000, "middle" incomes are between $3,000 and $4,999, "upper" incomes are $5,000 and over.

The income, employment status, and other groupings may add to fewer than the total number of cases because some respondents failed to give the desired classification information.

Detail generally is not shown where the base is smaller than 50 cases.

Table 20.--Ownership of readymade sport shirts and business dress shirts, by selected characteristics

Background characteristics	Summer sport shirts	Business dress shirts	Cases
	Percent	Percent	Number
Total sample	86	91	2,379
City size			
1,000,000 and over	93	93	639
2,500 - 999,999	89	91	891
Under 2,500	79	90	849
Age			
16 - 19 years	95	86	151
20 - 29 years	95	90	367
30 - 44 years	90	93	780
45 - 64 years	85	93	773
65 years and over	64	86	308
Education			
Grammar school	73	87	798
High school	93	92	1,112
College	93	97	466
Income			
Lower	73	87	593
Middle	89	91	819
Upper	93	95	841
Employment status			
Not gainfully employed	74	85	351
Employed men	89	92	2,028
"Meet the public" work	92	96	721
Other type work	87	90	1,298

Table 21.--Seasons in which shirts are worn, by type of shirt

Type of shirt and season	Respondents wearing	
		Percent 1/
Summer sport shirts:		
Summer only		32
Summer and other seasons		67
Spring	37	
Autumn	35	
Year round	27	
Winter	1	
Not ascertained		1
Number of cases	2,054	
		Percent 1/
Business dress shirts:		
Year round		90
Other than year round		10
Winter	9	
Autumn	6	
Spring	5	
Summer	1	
Not ascertained		2/ *
Number of cases	2,171	

1/ Percentages add to more than the subtotal because respondents mentioned more than 1 season.

2/ Asterisk denotes less than 1 percent.

Table 22.--Frequency of wearing shirts in selected seasons, by type of shirt

Frequency of wearing	Sport shirts	Business dress shirts	
	Summer	Summer	Other seasons
	Percent	Percent	Percent
Every day	49	15	21
Several times a week	23	10	16
Once or twice a week	24	38	39
Less often	4	32	21
Does not wear	--	5	1/ *
Not ascertained	*	*	3
Number of cases	2,054	2,171	2,171

1/ Asterisk denotes less than 1 percent.

Table 23.--Occasions on which shirts are worn, by type of shirt

Occasions	Summer sport shirts	Business dress shirts
	Percent 1/	Percent 1/
Lounging	71	11
Dress	61	97
Sports	54	9
Business	42	36
All other	2	1
Not ascertained	3	2/ *
Number of cases	2,054	2,171

1/ Percentages add to more than 100 because some respondents named more than 1 occasion.

2/ Asterisk denotes less than 1 percent.

Table 24.--Summary of ownership, preference and last purchase of shirts, by type of shirt and fiber

Fiber	Summer sport shirts			Business dress shirts		
	Own	Prefer	Last purchase	Own	Prefer	Last purchase
	Percent1/	Percent	Percent	Percent1/	Percent	Percent
Cotton	95	72	73	99	90	81
Nylon	37	9	6	7	2	1
Rayon	28	7	7	4	1	1
Dacron	9	2	3	3	1	2
Orlon	5	1	1	1	2/*	*
Linen	5	1	1	3	2	2
Silk	4	1	1	1	*	*
Cotton and rayon	3	1	2	*	*	*
Cotton and Dacron	2	1	2	1	1	2
Wool	2	--	*	1	*	*
Cotton and silk	1	*	1	*	*	*
All other fibers and mixtures	4	2	2	1	1	1
No preference	--	2	--	--	1	--
Not ascertained	1	1	1	*	1	10
Number of cases	2,054	2,054	1,035	2,171	2,171	815

1/ Percentages add to more than 100 because some respondents owned more than 1 fiber.
2/ Asterisk denotes less than 1 percent.

Table 25.--Ownership of summer sport shirts, by fiber and selected characteristics

Background characteristics	Fiber owned											Cases
	Cotton	Nylon	Rayon	Dacron	Orlon	Linen	Silk	Cotton and rayon	Cotton and Dacron	Wool	All other fibers and mixtures	
	Percent1/	Percent1/	Percent1/	Percent1/	Percent1/	Percent1/	Percent1/	Percent1/	Percent1/	Percent1/	Percent1/	Number
Total owners	95	37	28	9	5	5	4	3	2	2	4	2,054
City size												
1,000,000 and over	95	34	30	12	6	6	6	4	3	3	8	596
2,500 - 999,999	94	38	31	9	5	5	4	2	2	2	4	789
Under 2,500	95	37	23	6	4	3	3	3	2	1	2	669
Age												
16 - 19 years	97	33	23	5	8	3	9	4	1	--	4	144
20 - 29 years	95	41	30	9	5	5	5	3	2	1	3	350
30 - 44 years	95	37	31	10	6	4	5	3	3	3	5	704
45 - 64 years	94	38	26	10	4	6	3	2	2	2	4	659
65 years and over	93	28	26	6	3	2	4	3	1	1	3	197
Education												
Grammar school	94	39	25	5	2	3	3	2	2/*	1	3	583
High school	95	37	30	9	6	5	5	4	2	2	4	1,035
College	97	31	27	12	7	7	5	2	4	3	5	433
Income												
Lower	95	39	24	6	3	5	3	2	1	1	2	435
Middle	94	37	30	7	5	4	5	2	2	2	4	727
Upper	96	36	30	12	7	5	5	4	2	3	5	784
Employment status												
Not gainfully employed	94	32	21	5	5	3	5	2	1	1	3	258
Employed men	95	37	29	9	5	5	4	3	2	2	4	1,796
"Meet the public" work	95	35	29	12	6	7	5	2	3	2	6	663
Other type work	94	39	30	8	4	4	4	3	2	2	4	1,125
Marital status												
Single	94	35	25	10	6	6	8	4	2	1	4	338
Married	95	37	29	9	5	4	4	2	2	2	4	1,645
Widower, divorced, separated	94	35	28	4	3	8	8	1	1	--	3	71

1/ Percentages add to more than 100 because some respondents owned more than 1 fiber.
2/ Asterisk denotes less than 1 percent.

Table 26.--Ownership of business dress shirts, by fiber and selected characteristics

Background characteristics	Fibers owned							Cases
	Cotton	Nylon	Rayon	Dacron	Linen	Silk	All other fibers and mixtures	
	Percent1/	Percent1/	Percent1/	Percent1/	Percent1/	Percent1/	Percent1/	Number
Total owners	99	7	4	3	3	1	5	2,171
City size								
1,000,000 and over	99	7	4	5	2	2	5	596
2,500 - 999,999	98	8	5	3	4	1	5	811
Under 2,500	99	7	4	2	2	1	4	764
Age								
16 - 19 years	98	5	7	3	1	4	3	130
20 - 29 years	99	7	5	3	2	3	3	332
30 - 44 years	99	8	4	4	3	1	4	728
45 - 64 years	98	8	4	3	4	1	5	717
65 years and over	98	8	3	2/*	2	1	6	264
Education								
Grammar school	98	8	5	1	3	1	4	692
High school	98	7	4	4	3	2	5	1,024
College	100	9	3	6	2	2	6	452
Income								
Lower	98	6	5	1	3	1	4	516
Middle	98	7	4	3	3	2	4	742
Upper	99	8	3	5	3	1	5	803
Employment status								
Not gainfully employed	98	7	5	1	2	1	5	298
Employed men	99	7	4	4	3	1	4	1,873
"Meet the public" work	100	8	2	6	2	1	6	692
Other type work	98	8	5	2	3	2	4	1,172
Marital status								
Single	98	4	6	3	3	3	5	327
Married	99	8	4	3	3	1	4	1,754
Widower, divorced, separated	96	8	7	--	3	1	6	90

1/ Percentages add to more than 100 because some respondents owned more than 1 fiber.
2/ Asterisk denotes less than 1 percent.

Table 27.--Preferences for summer sport shirts, by fiber and selected characteristics

Background characteristics	Fiber preferred							Cases
	Cotton	Mixtures containing cotton	Nylon	Rayon	Dacron	All other fibers	All other mixtures	
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Number
Total owners	72	3	9	7	2	3	1	2,054
City size								
1,000,000 and over	71	4	8	6	3	4	1	596
2,500 - 999,999	69	3	9	8	2	5	1	789
Under 2,500	76	2	9	7	1	2	1	669
Age								
16 - 19 years	78	2	5	5	1	6	1	144
20 - 29 years	73	2	9	7	3	3	1	350
30 - 44 years	73	3	9	6	2	3	1	704
45 - 64 years	69	3	10	8	2	4	1	659
65 years and over	70	4	9	8	2	1	1	197
Education								
Grammar school	68	1	13	9	1	3	1	583
High school	71	3	8	7	3	4	1	1,035
College	78	3	5	4	3	4	1/*	433
Income								
Lower	70	2	11	8	2	4	1	435
Middle	71	2	10	8	3	3	*	727
Upper	74	3	7	6	2	4	1	784
Employment status								
Not gainfully employed	70	2	11	7	2	4	1	258
Employed men	72	3	8	7	2	4	1	1,796
"Meet the public" work	76	3	6	4	3	4	1	663
Other type work	70	3	10	8	2	3	1	1,125

1/ Asterisk denotes less than 1 percent.

Table 28.--Preference for business dress shirts, by fiber and selected characteristics

Background characteristics	Cotton	Linen	Rayon	Synthetics	All other fibers and mixtures	Cases
	Percent	Percent	Percent	Percent	Percent	Number
Total owners	90	2	1	3	2	2,171
City size						
1,000,000 and over	90	1	1	3	2	596
2,500 - 999,999	89	2	1	3	2	811
Under 2,500	93	1	1	2	1	764
Age						
16 - 19 years	90	--	4	3	2	130
20 - 29 years	92	2	1	2	1	332
30 - 44 years	92	1	1	3	1	728
45 - 64 years	88	3	2	3	2	717
65 years and over	92	1/*	*	2	2	264
Education						
Grammar school	89	2	2	3	1	692
High school	91	2	1	3	2	1,024
College	92	1	*	3	2	452
Income						
Lower	91	1	2	3	1	516
Middle	89	2	1	4	1	742
Upper	92	2	1	2	2	803
Employment status						
Not gainfully employed	88	1	2	2	3	298
Employed men	91	2	1	3	1	1,873
"Meet the public" work	93	1	*	3	2	692
Other type work	89	2	2	3	1	1,172

1/ Asterisk denotes less than 1 percent.

Table 29.--Reasons for fiber preferences by type of shirt and fiber

Reasons	Summer sport shirts								Business shirts	
	Cotton		Nylon		Rayon		Cotton Mixtures		Cotton	
	Percent 1/		Percent 1/		Percent 1/		Percent 1/		Percent 1/	
Comfort	-----	74	-----	62	-----	64	-----	67	-----	35
Cool	56		52		49		47		14	
Absorbs perspiration, more absorbent	9		2		1		2		3	
Doesn't cling, stick	7		1		5		11		3	
Not scratchy, irritating	4		1		2		--		3	
Doesn't slip, slide, pull out of pants	4		1		1		--		2	
Warm	1		1		1		--		1	
Feels better, more comfortable (general)	10		7		12		22		14	
Care and laundering	-----	42	-----	58	-----	25	-----	55	-----	44
Washable; washes well, nicely, easily laundered; easy to do up	35		45		18		31		29	
Irons well, nicely, easily	6		2		6		13		6	
Looks good after washing, stays new looking after washing, all done up	3		2		4		7		7	
Retains color, doesn't fade, run	2		1		2		4		2	
Easier to starch, takes starching better	2		--		--		2		7	
No ironing required, wash and wear, drip dry idea	1		27		4		13		--	
Soil resistant, will not show soil, stays clean longer, don't wash as often	1		1		1		5		1	
Doesn't have to be dry cleaned	1		1		1		--		2/*	
Performance	-----	22	-----	27	-----	32	-----	38	-----	38
Fabric holds up well, durable, lasts longer	16		14		16		15		28	
Holds shape; will not stretch	4		5		9		13		10	
Wrinkle resistant, will not wrinkle easily	2		10		12		13		4	
Appearance	-----	17	-----	28	-----	38	-----	37	-----	45
Dressier, neater, more tailored	6		14		18		15		23	
Clean, fresh looking, crisp, stay fresh looking longer	6		6		8		7		8	
Looked nice, good (general)	5		8		13		15		17	
Weight	-----	9	-----	21	-----	16	-----	7	-----	6
Lightweight, thin	5		20		11		5		2	
Heavy, sturdy, more body	4		1		5		2		4	
Price: priced right, cheaper, inexpensive, on sale	-----	12	-----	2	-----	4	-----	--	-----	8
Texture	-----	6	-----	5	-----	18	-----	27	-----	6
Liked softness	5		3		11		20		3	
Liked smooth feeling	1		2		6		11		3	
Liked silky feeling	*		*		5		2		*	
Color	-----	3	-----	1	-----	4	-----	4	-----	1
Versatility	-----	3	-----	1	-----	3	-----	5	-----	4
Can be worn all year round, all seasons	2		1		3		2		3	
Can be worn for work or dress	1		--		--		3		2	
Pattern, design: liked for pattern designs	-----	2	-----	--	-----	1	-----	--	-----	*
Habit: always buy that fabric, have always worn that fabric	-----	1	-----	--	-----	--	-----	--	-----	4
Style: like styles, good styles	-----	1	-----	--	-----	1	-----	--	-----	2
Raise cotton: like cotton because we grow it	-----	1	-----	--	-----	--	-----	--	-----	1
All other reasons	-----	1	-----	3	-----	1	-----	2	-----	2
Don't know, not ascertained	-----	1	-----	--	-----	1	-----	--	-----	2
Number of cases	1,478		182		142		55		1,963	

1/ Percentages add to more than their subtotals and these add to more than 100 because some respondents gave more than 1 reason.

2/ Asterisk denotes less than 1 percent.

Table 30.--Reasons for dissatisfaction with preferred fiber, by type of shirt and fiber

Reasons	Cotton summer sport shirts		Cotton business dress shirts	
	Percent 1/		Percent 1/	
Performance		60		59
Not wrinkle resistant, wrinkles easily	31		28	
Fabric doesn't wear well, not durable	19		21	
Doesn't hold shape, stretches, shrinks	8		4	
Not soil resistant, soils easily	6		16	
Ravels easily	1		--	
Care and laundering		29		21
Loses color, fades, runs, gets yellow	13		4	
Requires ironing	7		4	
Not washable, doesn't wash easily, well, has to be dry cleaned	4		4	
Doesn't iron easily, well	4		2	
Difficult to starch	1		7	
Comfort		8		12
Too warm	3		4	
Itchy, scratchy	2		6	
Slips, slides, crawls	2		1	
Clings, sticks, gets slick	1		--	
Uncomfortable	--		1	
Appearance: not dressy, not neat		6		1
Style: poor styles		5		--
Price: too expensive		1		2
Weight: too thin, sleazy, flimsy		1		1
All other reasons		1		10
Don't know, not ascertained		1		1
Number of cases	84		92	

1/ Percentages add to more than their subtotals and these add to more than 100 because some respondents gave more than 1 reason.

Table 31.--Usual method of caring for summer sport shirts and satisfaction with results, by fiber

Usual method of cleaning or caring for	Cotton		Cotton and rayon		Nylon		Rayon		Dacron		Orlon		Linen		Silk	
	Percent		Percent		Percent		Percent		Percent		Percent		Percent		Percent	
Dry clean	----	1	----	2	----	2	----	12	----	4	----	2	----	9	----	17
Satisfied with results	1		2		2		11		4		2		9		17	
Wash	----	99	----	98	----	98	----	88	----	96	----	98	----	91	----	83
Satisfied with results	98		96		93		85		90		97		89		82	
When washed	----	100	----	100	----	100	----	100	----	100	----	100	----	100	----	100
At home	----	88	----	91	----	94	----	92	----	93	----	93	----	82	----	91
By hand	10		20		45		32		36		39		13		52	
By machine	78		71		49		60		57		54		69		38	
Not ascertained	1/*		--		*		*		--		--		--		1	
At commercial laundry	----	12	----	9	----	6	----	8	----	7	----	7	----	18	----	9
Have shirts starched	----	45	----	14	----	2	----	5	----	1	----	2	----	30	----	1
Shirts require ironing	----	95	----	89	----	51	----	91	----	65	----	66	----	96	----	90
Take sport shirts on trips	----	72	----	84	----	67	----	70	----	77	----	79	----	76	----	71
Self launder	5		4		10		6		11		10		--		3	
Do not take sport shirts on trips	----	5	----	--	----	9	----	9	----	7	----	7	----	8	----	11
Do not take trips	----	23	----	16	----	23	----	20	----	16	----	14	----	16	----	18
Not ascertained	----	*	----	--	----	1	----	1	----	--	----	--	----	--	----	--
Number of cases	1,932		55		736		510		176		99		89		76	

1/ Asterisk denotes less than 1 percent.

Table 32.--Usual method of caring for business dress shirts and satisfaction with results, by fiber

Usual method of cleaning or caring for	Cotton		Nylon		Rayon		Dacron		Linen	
	Percent		Percent		Percent		Percent		Percent	
Dry clean		1		4		20		6		2
Satisfied with results	1		4		19		6		2	
Wash		99		96		79		94		98
Satisfied with results	98		86		78		87		96	
Method of care not ascertained		--		--		1		--		--
When washed		100		100		100		100		100
At home		67		93		90		94		60
By hand	6		43		36		45		13	
By machine	61		49		51		49		47	
Not ascertained	--		1		3		--		--	
At commercial laundry		33		7		10		6		38
Place of laundering not ascertained		1/ *		--		--		--		2
Have shirts starched		79		4		8		4		72
Shirts require ironing		98		70		96		51		100
Take business shirts on trips		70		64		70		76		80
Self launder	2		10		4		24		3	
Don't take business shirts on trips		7		18		11		13		7
Don't take trips		23		17		19		11		13
Not ascertained		*		1		--		--		--
Number of cases	2,129		156		72		67		60	

1/ Asterisk denotes less than 1 percent.

Table 33.--Purchase of shirts within the past year, by type of shirt and selected characteristics

Background characteristics	Summer sport shirts		Business dress shirts	
	Shopped for and bought	Cases	Shopped for and bought	Cases
	Percent	Number	Percent	Number
Total owners	50	2,054	38	2,171
City size				
1,000,000 and over	56	596	43	596
2,500 - 999,999	49	789	41	811
Under 2,500	46	669	30	764
Age				
16 - 19 years	73	144	47	130
20 - 29 years	63	350	45	332
30 - 44 years	52	704	39	728
45 - 64 years	45	659	38	717
65 years and over	24	197	17	264
Education				
Grammar school	40	583	28	692
High school	53	1,035	38	1,024
College	59	433	51	452
Income				
Lower	45	435	30	516
Middle	50	729	37	742
Upper	53	784	43	803
Employment status				
Not gainfully employed	41	258	25	298
Employed men	52	1,796	40	1,873
"Meet the public" work	58	663	50	692
Other type work	48	1,125	33	1,172

Table 34.--Fiber content of last shirt purchased, by fiber preferred and type of shirt

Fiber of last purchase	Preferred fiber							
	Summer sport shirts						Business dress shirts	
	Cotton		Nylon		Rayon		Cotton	
	Percent		Percent		Percent		Percent	
Cotton	----	86	----	28	----	37	----	86
Cotton mixtures	----	3	----	1	----	3	----	--
Rayon	----	4	----	8	----	50	----	1
Linen	----	--	----	--	----	--	----	1
Synthetics	----	4	----	52	----	5	----	1
Nylon	2		51		3		--	
Dacron	2		1		2		--	
All other fibers and mixtures	----	3	----	8	----	3	----	1
All other fibers	2		5		1		--	
All other mixtures	1		3		2		--	
Not ascertained	----	1/*	----	3	----	2	----	10
Number of cases	1,023		75		62		734	

1/ Asterisk denotes less than 1 percent.

Table 35.--Reasons for selecting last shirt purchased, by type of shirt and fiber

Reasons	Summer sport shirts								Business dress shirts	
	Cotton		Cotton mixtures		Rayon		Nylon		Cotton	
	Percent 1/		Percent 1/		Percent 1/		Percent 1/		Percent 1/	
Color		60		61		77		64		40
Liked color, good color, color wanted	56		59		71		60		24	
Color goes with everything, many suits	4		2		8		3		2	
Like white shirts	2		--		1		2		15	
Specific style features		21		19		25		12		40
Collar style	12		10		15		3		34	
Sleeve length	8		5		10		5		2	
Cuff	2/ *		--		1		--		10	
Other tailoring	6		5		4		5		3	
Style		21		20		15		16		17
Pattern, design: liked patterns, designs		21		17		16		3		6
Material		18		12		9		22		19
Liked that material, material wanted	15		10		8		20		12	
Good quality, good material	3		2		1		2		7	
Comfort		15		17		12		22		8
Cool	10		12		4		21		2	
Warm	*		--		--		--		--	
Felt better, more comfortable (general)	5		7		8		3		6	
Price: priced right, cheaper, inexpensive, on sale		17		15		10		16		13
Care and laundering		8		14		5		21		4
Washable, washes well, nicely, easily laundered	6		7		4		9		3	
No ironing required	1		3		--		10		1	
Irons well, nicely, easily	1		2		3		3		*	
Retains color, doesn't fade, run	1		--		--		--		*	
Looks good after washing, stays new looking after washing	1		2		--		--		--	
Appearance		7		17		20		17		13
Dressier, neater, more tailored	1		7		11		9		7	
Clean, fresh looking, crisp; stays fresh looking	1		--		1		5		1	
Looked nice, good (general)	5		10		8		5		5	
Performance of fabric		8		12		7		6		6
Fabric holds up well, durable	7		3		3		2		5	
Holds shape, will not stretch	1		3		4		1		1	
Wrinkle resistant, will not wrinkle easily	1		7		3		1		*	
Soil resistant, will not show soil, stays clean longer	*		--		1		2		1	
Weight		6		5		3		6		2
Lightweight, thin	5		5		2		3		*	
Heavy, sturdy, more body	1		--		1		3		2	
Texture		4		12		4		5		4
Liked softness	2		9		3		3		3	
Liked smooth feeling	2		--		--		2		1	
Liked silky feeling	*		3		1		2		*	
Weave: liked weave, open weave		3		3		--		2		5
Habit: always buy that fabric, have always worn that fabric		2		--		1		2		10
Versatility: can be worn all year round, all seasons		*		--		1		--		1
All other reasons		2		7		4		--		4
Not ascertained		4		--		1		--		6
Number of cases	753		59		73		58		659	

1/ Percentages add to more than their subtotals and these add to more than 100 because some respondents gave more than 1 reason.

2/ Asterisk denotes less than 1 percent.

Table 36.--Persons participating in the selection of last shirt purchased by type of shirt

Persons participating	Last shirt purchased			
	Summer sport shirts		Business dress shirts	
	Percent 1/		Percent 1/	
Other participant		52		43
Wife	36		29	
Mother	3		2	
Daughter	2		1	
Other female relative	1		1	
Other male relative	1		2/ *	
Sales clerk (store personnel)	13		12	
Friend	2		1	
No other participant		45		54
Not ascertained		3		3
Total	100		100	
Number of cases	1,035		815	

1/ Percentages add to more than their subtotals because more than 1 person participated.
2/ Asterisk denotes less than 1 percent.

Table 37.--Price paid for last shirt purchased, by type of shirt and fiber

Paid price	Summer sport shirts					Business dress shirts	
	Total purchasers	Cotton	Cotton mixtures	Rayon	Nylon	Total purchasers	Cotton
	Percent	Percent	Percent	Percent	Percent	Percent	Percent
$1.00 or less	2	3	2	1	2	1/	1/
$1.01 - $2.00	13	16	7	1	8	3	3
$2.01 - $3.00	29	30	19	26	41	20	21
$3.01 - $4.00	26	28	22	26	24	33	34
$4.01 - $5.00	15	13	12	19	19	25	26
$5.01 - $6.00	6	4	15	18	2	10	9
$6.01 - $7.50	3	2	7	3	--	7	5
$7.51 and over	4	2	13	6	2	2/	2/
Not ascertained	2	2	3	--	2	2	2
Number of cases	1,035	753	59	73	58	815	659
Median price	$3.20	$3.00	$3.95	$3.90	$2.95	$3.80	$3.75

1/ "$1.00 or less" is included in the category "$1.01 - $2.00."
2/ "$7.51 and over" is included in the category "$6.01 - $7.50."

Table 38.--Receipt of shirts as gifts in last year, by type of shirt and selected characteristics

Background characteristics	Summer sport shirts		Business dress shirts	
	Received as gift	Cases	Received as gift	Cases
	Percent	Number	Percent	Number
Total owners	48	2,054	42	2,171
Age				
16 - 19 years	54	144	48	130
20 - 29 years	50	350	38	332
30 - 44 years	47	704	41	728
45 - 64 years	46	659	43	717
65 years and over	51	197	41	264
Income				
Lower	40	435	36	516
Middle	47	727	41	742
Upper	53	784	45	803

Table 39.--Degree of importance attached to selected factors considered in buying a business dress shirt

Factors	Degree of importance			Cases
	Very important	Somewhat important	Not too important	
	Percent	Percent	Percent	Number
Wear or durability	78	13	9	2,171
Ability to hold shape	72	16	12	2,171
Color or pattern	71	18	11	2,171
Style	57	22	21	2,171
Feel of material	45	26	29	2,171
Weave	32	26	42	2,171
Wash and wear or drip dry-	16	17	67	2,171

Table 40.--Factors considered very important in buying a business dress shirt, by income

Factors	Income		
	Lower	Middle	Upper
	Percent	Percent	Percent
Wear or durability	81	79	77
Ability to hold shape	68	73	76
Color or pattern	68	70	73
Style	47	54	64
Feel of material	42	46	47
Weave	27	35	35
Wash and wear or drip dry	20	17	14

Table 41.--Awareness, use and preference for selected business dress shirts, by design and color

Design and color	Seen	Worn	Preferred	
	Percent1/	Percent1/	Percent1/	
All white	100	93	----	87
Solid color	97	73	----	64
Light blue	--	--	49	
Gray	--	--	33	
Tan (cognac)	--	--	29	
Light green	--	--	26	
Pink	--	--	15	
Pale yellow	--	--	13	
Dark blue	--	--	1	
Orchid	--	--	1	
Red	--	--	1	
Other color	--	--	3	
Small check	74	24	----	21
Vertical fine stripe	73	26	----	22
Vertical wider stripe	57	8	----	7
Horizontal stripe	40	4	----	4
Other	7	4	----	3
Number of cases	2,171	2,171	2,171	

1/ Percentages add to more than their subtotal and these add to more than 100 because some respondents mentioned more than 1 design or color.

Table 42.--Use of and preference for selected business dress shirt designs and colors, by selected characteristics

Design	City size			Age				
	1,000,000 and over	2,500 to 999,999	Under 2,500	16 - 19 years	20 - 29 years	30 - 44 years	45 - 64 years	65 years and over
	Percent 1/	Percent 1/	Percent 1/	Percent 1/	Percent 1/	Percent 1/	Percent 1/	Percent 1/
Use:								
Small check	24	24	24	43	19	22	26	20
Vertical fine stripe	23	28	25	22	18	24	30	27
Vertical wider stripe	5	10	9	16	9	7	7	9
Horizontal stripe	3	5	4	12	6	3	4	2
All white	95	92	93	95	91	94	93	92
Solid colors	75	73	72	85	74	71	74	68
Would select:								
All white	92	87	84	88	88	90	87	79
Solid colors	66	64	61	78	66	62	64	58
Light blue	54	51	44	58	55	47	50	43
Gray	35	35	28	26	29	32	36	34
Tan (cognac)	29	31	27	17	25	30	32	31
Light green	26	28	23	39	28	29	20	22
Pink	18	15	12	45	24	14	10	5
Pale yellow	16	13	10	25	21	14	8	6
Dark blue	2	1	1	4	1	1	1	2
Orchid	1	1	1	3	3	2/*	*	--
Red	1	1	*	6	--	*	*	--
All others	3	3	2	10	2	2	3	1
Color not ascertained	1	2	3	5	2	1	2	3
Number of cases	596	811	764	130	332	728	717	264

1/ Percentages add to more than 100 because some respondents mentioned more than 1 design or color.
2/ Asterisk denotes less than 1 percent.

Table 43.--Awareness and ownership of weaves used in business dress shirts, by fiber

Awareness and weaves owned	Fibers owned									
	Cotton		Nylon		Rayon		Dacron		Linen	
	Percent 1/		Percent		Percent		Percent		Percent 1/	
Not aware of kinds of weaves		30		91		81		86		87
Aware of kinds of weaves		70		9		19		14		13
Broadcloth	68		5		5		11		11	
Oxford	10		--		1		1		2	
Batiste	2		--		1		1		--	
Voile	2/*		--		--		--		--	
Skip dent	1		2		--		--		2	
Gabardine	*		--		12		--		--	
Poplin	1		--		--		--		--	
Cambric	*		--		--		--		--	
All others	1		1		--		1		--	
Number of cases	2,140		162		91		71		61	

1/ Percentages add to more than their subtotals because some respondents owned more than 1 kind of weave.

2/ Asterisk denotes less than 1 percent.

Table 44.--Ownership of readymade summer slacks, summer suits, summer and other season sport coats, by selected characteristics

Background characteristics	Summer slacks	Summer suits	Summer sport coats	Other season sport coats	Cases
	Percent	Percent	Percent	Percent	Number
Total	77	43	29	33	2,379
City size					
1,000,000 and over	83	51	38	39	639
2,500 - 999,999	78	47	30	34	891
Under 2,500	71	34	21	28	849
Age					
16 - 19 years	83	28	40	44	151
20 - 29 years	82	42	33	49	367
30 - 44 years	78	46	33	40	780
45 - 64 years	77	48	27	26	773
65 years and over	63	35	15	13	308
Education					
Grammar school	63	31	17	18	798
High school	82	43	31	37	1,112
College	87	64	45	52	466
Income					
Lower	65	33	18	23	593
Middle	77	38	29	33	819
Upper	84	54	37	40	841
Employment status					
Not gainfully employed	67	32	22	26	351
Employed men	78	45	30	35	2,028
"Meet the public" work	86	62	40	45	721
Other type work	74	36	25	29	1,298

Table 45.--Seasons in which selected garments are worn

Seasons	Summer slacks		Summer suits		Summer sport coats		Other season sport coats 1/
	Percent 2/		Percent 2/		Percent 2/		Percent 3/
Summer only		25		35		24	2
Summer and other seasons		74		64		76	--
Spring	42		45		44		46
Autumn	39		43		42		61
Year Round	29		14		29		36
Winter	4/*		1		2		55
Not ascertained		1		1		--	--
Total	100		100		100		--
Number of cases	1,823		1,029		693		795

1/ In the case of other season sport coats, the percentages shown indicate the proportions wearing the garment in each season, the totals, "summer only" and "summer and other seasons" do not apply.

2/ Percentages add to more than the subtotals because some respondents wore selected garments in more than 1 season.

3/ Percentages add to more than 100 because respondents mentioned more than 1 season.

4/ Asterisk denotes less than 1 percent.

Table 46.--Frequency of wearing selected garments during summer, 1956

Frequency of wearing	Summer slacks	Summer suits	Summer sport coats	Other season sport coats 1/
	Percent	Percent	Percent	Percent
Every day	40	13	6	12
Several times a week	28	13	28	30
Once or twice a week	26	43	38	40
Less than once a week	6	31	28	18
Total	100	100	100	100
Number of cases	1,823	1,029	693	795

1/ In the case of other season sport coats, the distribution by frequency is for wear in seasons other than summer; that is, wear during the spring, fall, or winter.

Table 47.--Occasions on which selected garments are worn

Occasion	Summer slacks	Summer suits	Summer sport coats	Other season sport coats 1/
	Percent 1/	Percent 1/	Percent 1/	Percent 1/
Dress	72	88	79	72
Lounging	64	13	28	33
Sports	51	9	43	50
Business	44	36	35	44
School	--	--	--	2
All other occasions	2	1	2	1
Not ascertained	1	2	2/ *	*
Number of cases	1,823	1,029	693	795

1/ Percentages add to more than 100 because some respondents mentioned more than 1 occasion.
2/ Asterisk denotes less than 1 percent.

Table 48.--Summary of ownership, preference and last purchase of selected garments, by fiber

Fiber	Summer slacks			Summer suits			Summer sport coats			Other season sport coats		
	Own	Prefer	Last purchase	Own	Prefer	Last purchase	Own	Prefer	Last purchase	Own	Prefer	Last purchase
	Percent[1]	Percent	Percent	Percent[1]	Percent	Percent	Percent[1]	Percent	Percent	Percent[1]	Percent	Percent
Cotton	49	24	23	14	10	7	23	16	12	16	8	8
Rayon	28	16	15	15	10	6	11	7	7	4	2	3
Wool	27	17	16	36	28	29	53	43	50	79	77	75
Dacron	13	8	12	8	7	9	2	2	1	[2] *	*	--
Cotton and rayon	7	5	5	4	3	3	3	2	4	1	--	--
Wool and rayon	5	3	3	6	4	5	3	3	4	3	2	2
Nylon	4	2	1	2	2	3	2	2	1	--	1	1
Linen	4	2	2	4	3	2	6	4	4	1	--	--
Wool and Dacron	4	3	4	7	6	8	2	2	3	1	1	1
Cotton and Dacron	3	2	2	3	2	2	1	1	--	--	--	--
Wool blend	3	2	2	5	4	5	4	4	3	3	2	3
Rayon mixture	3	2	2	3	1	1	2	*	1	*	*	1
Synthetic mixture	3	2	2	2	2	3	1	1	1	*	*	1
Wool and cotton	2	1	1	3	3	2	3	3	3	2	2	2
Orlon	2	1	2	1	1	1	1	1	*	--	--	--
Cotton blend	2	2	1	2	1	3	2	1	2	*	*	--
Rayon and Dacron	1	1	1	1	1	2	1	*	1	*	--	--
Other fibers and mixtures	2	1	2	2	1	1	3	1	1	2	1	1
No preference	--	2	--	--	2	--	--	4	--	--	2	--
Not ascertained	4	6	4	7	8	8	4	3	2	2	2	2
Number of cases	1,823	1,823	917	1,029	1,029	339	693	693	221	795	795	238

1/ Percentages add to more than 100 because some respondents owned more than 1 fiber.

2/ Asterisk denotes less than 1 percent.

Table 49.--Ownership of summer slacks, by fiber and selected characteristics

Background characteristics	Cotton	Cotton and rayon	Cotton and Dacron	Cotton and wool	Rayon	Rayon and wool	Wool	Wool and Dacron	Dacron	Nylon	Linen	Orlon	All other fibers and mixtures	Cases
	Percent1/	Percent1/	Percent1/	Percent1/	Percent1/	Percent1/	Percent1/	Percent1/	Percent1/	Percent1/	Percent1/	Percent1/	Percent1/	Number
Total owners	49	7	3	2	28	5	27	4	13	4	4	2	13	1,823
City size														
1,000,000 and over	52	5	4	2	22	7	38	6	14	2	4	1	13	529
2,500 - 999,999	46	5	2	3	31	3	26	3	15	5	4	4	15	691
Under 2,500	48	11	3	2	31	6	18	3	10	5	3	1	11	603
Age														
16 - 19 years	66	7	1	2	26	6	22	3	10	2	5	--	6	125
20 - 29 years	47	6	3	4	33	6	22	4	15	3	8	2	12	300
30 - 44 years	46	6	4	2	32	6	27	4	15	4	3	2	16	612
45 - 64 years	45	8	3	2	25	4	31	5	14	6	3	3	14	593
65 years and over	58	5	2	4	23	4	25	1	7	3	1	2	7	193
Education														
Grammar school	49	9	1	3	29	5	21	2	8	6	2	2	9	506
High school	48	7	3	2	29	5	27	3	13	3	4	2	13	908
College	49	5	5	2	26	6	33	7	19	4	6	4	18	406
Income														
Lower	55	9	1	3	32	4	17	3	7	4	4	2	9	387
Middle	45	7	3	2	30	4	25	4	12	4	3	1	15	633
Upper	48	6	4	2	25	7	33	4	17	5	4	3	14	703
Employment status														
Not gainfully employed	61	6	2/*	2	20	3	26	4	7	4	2	1	6	236
Employed men	47	7	3	2	30	5	27	4	14	4	4	2	14	1,587
"Meet the public" work	47	6	5	2	29	4	31	5	18	5	5	4	18	620
Other type work	47	8	2	2	30	6	24	3	12	4	4	2	11	960
Marital status														
Single	56	6	1	3	27	4	22	4	14	2	5	1	8	286
Married	47	7	3	2	29	5	28	4	13	4	4	3	14	1,471
Widower, divorced, separated	56	6	5	3	27	5	24	2	8	8	--	--	3	66

1/ Percentages add to more than 100 because some respondents owned more than 1 fiber.
2/ Asterisk denotes less than 1 percent.

Table 50.--Ownership of summer suits, by fiber and selected characteristics

Background characteristics	Wool	Wool and Dacron	Wool and rayon	Wool and cotton	Rayon	Rayon and cotton	Cotton	Cotton and Dacron	Dacron	Linen	Nylon	All other fibers and mixtures	Cases
	Percent1/	Percent1/	Percent1/	Percent1/	Percent1/	Percent1/	Percent1/	Percent1/	Percent1/	Percent1/	Percent1/	Percent1/	Number
Total owners	36	7	6	3	15	4	14	3	8	4	2	15	1,029
City size													
1,000,000 and over	45	9	4	3	12	3	16	4	9	5	2	16	323
2,500 - 999,999	33	7	7	3	16	3	14	2	9	4	4	14	417
Under 2,500	31	4	5	4	17	5	13	2	6	3	1	16	289
Age 2/													
16 - 29 years	35	4	8	2	14	4	20	4	9	7	2	11	197
30 - 44 years	33	9	5	3	19	4	13	4	8	4	3	18	356
45 - 64 years	40	8	5	4	13	3	13	2	11	3	2	14	369
65 years and over	36	2	8	6	10	3	14	1	2	1	3	16	107
Education													
Grammar school	36	3	6	4	13	3	15	1	4	2	1	15	247
High school	35	7	6	4	16	4	13	1	9	3	2	13	482
College	38	10	5	3	15	3	16	6	12	6	4	19	298
Income													
Lower	28	3	6	4	17	3	18	3	5	7	2	13	196
Middle	35	6	8	5	16	4	13	2	7	2	3	13	314
Upper	41	10	4	2	13	3	14	3	11	4	3	18	457
Employment status													
Not gainfully employed	38	3	6	6	11	2	20	3	5	2	4	11	113
Employed men	36	7	6	3	16	4	14	3	9	4	2	16	916
"Meet the public" work	35	10	4	2	16	3	15	5	11	5	3	20	449
Other type work	37	5	7	4	15	4	12	1	7	3	2	12	464
Marital status													
Single	40	3	5	1	14	4	22	2	9	2	4	10	141
Married	35	8	6	3	15	4	13	3	8	4	2	16	846

1/ Percentages add to more than 100 because some respondents owned more than 1 fiber.
2/ The age group "16 - 19 years" is too small for separate analysis.

Table 51.--Ownership of summer sport coats, by fiber and selected characteristics

Background characteristics	Wool	Wool and rayon	Wool and cotton	Wool and Dacron	Cotton	Cotton and rayon	Rayon	Linen	Nylon	All other fibers and mixtures	Cases
	Percent[1]	Percent[1]	Percent[1]	Percent[1]	Percent[1]	Percent[1]	Percent[1]	Percent[1]	Percent[1]	Percent[1]	Number
Total owners	53	3	3	2	23	3	11	6	2	12	693
City size											
1,000,000 and over	62	2	3	1	24	3	10	4	1	11	245
2,500 - 999,999	50	5	3	3	21	2	11	6	3	14	266
Under 2,500	44	3	4	2	23	4	11	7	2	12	182
Age [2]											
16 - 19 years	44	5	--	2	33	3	16	2	2	10	61
20 - 29 years	38	2	7	2	26	2	14	7	2	17	120
30 - 44 years	54	4	3	2	23	3	11	7	2	11	256
45 years and over	61	3	3	2	18	3	7	5	2	13	256
Education											
Grammar school	55	3	2	1	23	4	9	2	5	10	133
High school	48	3	3	1	22	4	11	5	1	13	350
College	60	4	4	3	23	[3]/*	12	10	1	14	208
Income											
Lower	36	7	3	1	29	5	16	4	4	10	107
Middle	48	2	5	2	24	3	14	4	1	9	235
Upper	60	3	3	3	21	2	7	8	2	16	314
Employment status											
Not gainfully employed	50	4	4	1	31	3	13	1	1	6	78
Employed men	53	3	3	2	21	3	10	6	2	13	615
"Meet the public" work	56	3	3	3	22	2	10	9	2	15	286
Other type work	50	3	4	1	21	3	11	4	2	12	325
Marital status											
Single	45	3	3	1	26	3	13	6	2	13	126
Married	55	3	3	2	22	3	10	6	2	13	545

1/ Percentages add to more than 100 because some respondents owned more than 1 fiber.
2/ The age group "65 years and over" is too small for separate analysis.
3/ Asterisk denotes less than 1 percent.

Table 52.--Ownership of "other season" sport coats, by fiber and selected characteristics

Background characteristics	Wool	Wool and rayon	Wool and cotton	Cotton	Rayon	All other fibers and mixtures	Cases
	Percent1/	Percent1/	Percent1/	Percent1/	Percent1/	Percent1/	Number
Total owners	79	3	2	16	4	7	795
City size							
1,000,000 and over	91	2	1	11	1	5	247
2,500 - 999,999	76	3	3	17	5	9	307
Under 2,500	71	4	2	20	4	7	241
Age 2/							
16 - 19 years	79	5	--	14	5	8	66
20 - 29 years	73	2	3	16	6	8	180
30 - 44 years	80	3	2	20	3	7	312
45 years and over	82	3	2	12	3	7	237
Education							
Grammar school	67	2	3	21	7	7	145
High school	77	3	2	17	3	9	407
College	90	2	1	12	2	6	242
Income							
Lower	69	3	3	17	8	12	138
Middle	77	3	2	18	3	8	274
Upper	84	3	2	15	2	5	337
Employment status							
Not gainfully employed	77	3	2	9	2	7	90
Employed men	79	3	2	17	4	7	705
"Meet the public" work	85	2	2	12	2	8	323
Other type work	74	3	2	21	5	7	378
Marital status							
Single	79	3	2	13	4	7	168
Married	79	3	2	17	4	7	608

1/ Percentages add to more than 100 because some respondents owned more than 1 fiber.
2/ The age group "65 years and over" is too small for separate analysis.

Table 53.--Preference for summer slacks, by fiber and selected characteristics

Background characteristics	Cotton	Cotton and rayon	Cotton and Dacron	Cotton and wool	Other mixtures containing cotton	Wool	Wool and rayon	Wool and Dacron	Other mixtures containing wool	Rayon	Rayon and Dacron	Other mixtures containing rayon	Dacron	Other mixtures containing Dacron	Linen	Nylon	Orlon	All other fibers and mixtures	Cases
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Number
Total owners	24	5	2	1	1	17	3	3	2	16	1	2	8	1	2	2	1	1	1,823
City size																			
1,000,000 and over	22	3	3	1	1	24	4	4	3	14	1	1/*	8	1	2	1	*	1	529
2,500 - 999,999	25	3	1	1	2	15	2	2	2	17	2	2	9	2	1	2	1	1	691
Under 2,500	26	8	2	1	1	12	4	2	2	19	1	2	7	1	1	2	1	2	603
Age																			
16 - 19 years	40	4	1	1	2	10	3	2	2	18	--	1	3	1	2	2	--	1	125
20 - 29 years	23	4	3	3	1	11	3	3	1	20	1	2	10	2	3	1	1	1	300
30 - 44 years	21	4	3	1	2	16	4	3	2	18	2	1	9	2	1	1	1	3	612
45 - 64 years	22	6	2	1	1	21	3	3	3	13	1	2	7	1	2	2	1	1	593
65 years and over	35	4	1	1	1	18	2	1	3	14	1	2	4	--	--	2	1	--	193
Education																			
Grammar school	32	6	1	1	1	14	3	1	2	18	1	1	4	*	1	3	1	1	506
High school	23	4	2	1	2	18	3	3	2	18	1	2	8	1	2	1	1	1	908
College	18	3	4	1	2	19	4	4	2	12	2	2	12	2	2	1	1	2	406
Income																			
Lower	34	6	1	1	1	11	3	2	1	20	1	2	4	1	3	2	1	1	387
Middle	23	4	2	2	2	15	2	4	3	17	1	2	8	1	2	2	1	1	633
Upper	20	4	3	1	1	21	4	2	3	14	1	1	11	2	1	1	1	2	703
Employment status																			
Not gainfully employed	39	4	1	1	1	18	1	3	2	13	*	2	4	*	*	2	--	1	236
Employed men	22	4	2	1	2	17	3	3	2	17	1	2	9	1	2	2	1	1	1,587
"Meet the public" work	19	4	3	1	1	20	3	3	2	14	3	1	11	2	2	1	1	2	620
Other type work	24	5	2	1	1	15	4	3	2	19	*	2	7	1	2	2	1	1	960

1/ Asterisk denotes less than 1 percent.

Table 54.--Preference for summer suits, by fiber and selected characteristics

Background characteristics	Wool	Wool and Dacron	Wool and rayon	Wool and cotton	Other mixtures containing wool	Rayon	Rayon and cotton	Other mixtures containing rayon	Cotton	Cotton and Dacron	Other mixtures containing cotton	Dacron	Other mixtures containing Dacron	Linen	Nylon	All other fibers and mixtures	Cases
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Number
Total owners	28	6	4	3	4	10	3	3	10	2	1	7	1	3	2	4	1,029
City size																	
1,000,000 and over	34	7	3	2	3	5	2	2	10	2	1	9	2	3	2	4	323
2,500 - 999,999	26	7	5	2	5	11	2	2	10	1	1	8	1	3	3	3	417
Under 2,500	27	4	4	4	4	13	5	5	9	2	2	4	1	2	1	4	289
Age 1/																	
16 - 29 years	25	4	6	1	4	11	4	1	11	3	3	8	2	5	2	2	197
30 - 44 years	24	8	3	2	4	13	3	4	9	2	1	6	2	2	2	5	356
45 - 64 years	33	6	4	3	3	8	2	3	9	1	1	10	1	2	2	4	369
65 years and over	35	2	6	6	7	8	2	--	8	1	3	2	1	--	2	2	107
Education																	
Grammar school	32	3	4	3	5	10	2	1	12	1	3	3	1	3	2	4	247
High school	30	7	4	3	3	12	3	3	9	1	1	8	1	2	2	3	482
College	25	7	4	2	5	6	3	4	8	5	1	10	2	3	2	4	298
Income																	
Lower	24	2	6	4	5	15	1	2	11	1	3	4	1	6	2	5	196
Middle	28	6	5	3	4	10	5	2	10	2	1	7	1	1	3	3	314
Upper	31	8	3	2	4	7	2	3	9	2	1	9	2	2	2	4	457
Employment status																	
Not gainfully employed	33	2	5	5	4	9	2	--	15	2	2	4	2	1	4	2	113
Employed men	28	7	4	2	4	10	3	3	9	2	1	8	1	3	2	4	916
"Meet the public" work	27	8	3	1	5	8	3	3	9	3	1	9	2	3	2	5	449
Other type work	30	5	5	3	3	12	3	3	9	1	2	6	1	2	1	3	464

1/ The age group "16 - 19 years" is too small for separate analysis.

Table 55.--Preference for summer sport coats, by fiber and selected characteristics

Background characteristics	Wool	Wool and cotton	Wool and rayon	Wool and Dacron	Other mixtures containing wool	Cotton	Cotton and rayon	Other mixtures containing cotton	Rayon	Linen	Dacron	Nylon	All other fibers and mixtures	Cases
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Number
Total owners	43	3	3	2	4	16	2	2	7	4	2	2	3	693
City size														
1,000,000 and over	52	3	2	1	2	15	1	2	7	3	2	1	3	245
2,500 - 999,999	39	2	3	4	5	15	2	1	8	4	2	2	4	266
Under 2,500	36	3	3	2	4	20	4	3	8	6	2	1	2	182
Age 1/														
16 - 19 years	31	--	5	--	2	28	3	3	10	5	3	2	--	61
20 - 29 years	31	6	2	3	5	22	2	3	10	6	1	1	3	120
30 - 44 years	43	2	3	2	4	15	2	2	7	5	2	1	3	256
45 years and over	51	4	2	2	3	12	3	1	6	2	2	2	4	256
Education														
Grammar school	42	3	2	2	4	21	2	2	8	--	2	4	2	133
High school	42	3	3	2	4	16	3	2	8	4	2	1	3	350
College	45	2	3	4	3	14	1	1	7	7	1	1	4	208
Income														
Lower	31	4	5	1	3	24	4	3	9	3	--	4	3	107
Middle	40	4	3	1	4	16	2	1	12	3	3	2/*	3	235
Upper	47	2	2	3	4	14	2	3	3	6	2	2	4	314
Employment status														
Not gainfully employed	41	5	1	--	3	24	3	1	6	3	1	1	--	78
Employed men	43	3	3	2	4	15	2	2	8	4	2	2	4	615
"Meet the public" work	45	1	3	4	5	12	2	2	6	6	2	2	3	286
Other type work	41	4	3	2	3	17	2	2	9	3	2	2	4	325

1/ The age group "65 years and over" is too small for separate analysis.
2/ Asterisk denotes less than 1 percent.

Table 56.--Preference for "other season" sport coats, by fiber and selected characteristics

Background characteristics	Wool	Wool and rayon	Wool and cotton	Other mixtures containing wool	Cotton	Rayon	All other fibers and mixtures	Cases
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Number
Total owners	77	2	1	3	8	2	3	795
City size								
1,000,000 and over	87	1/*	1	*	5	1	1	247
2,500 - 999,999	73	3	2	4	7	3	5	307
Under 2,500	71	3	2	4	11	3	2	241
Age 2/								
16 - 19 years	76	3	--	4	6	--	6	66
20 - 29 years	71	2	3	3	8	5	2	180
30 - 44 years	80	2	1	3	7	1	3	312
45 years and over	77	2	2	2	10	2	2	237
Education								
Grammar school	64	3	3	2	14	6	4	145
High school	76	2	2	3	8	2	3	407
College	86	2	1	3	3	1	1	242
Income								
Lower	66	4	3	6	10	4	5	138
Middle	76	1	1	3	11	2	2	274
Upper	82	2	2	2	6	1	2	337
Employment status								
Not gainfully employed	75	3	2	4	4	--	5	90
Employed men	77	2	2	3	8	2	2	705
"Meet the public" work-	83	1	2	3	6	1	1	323
Other type work	72	2	2	2	11	4	3	378

1/ Asterisk denotes less than 1 percent.
2/ The age group "65 years and over" is too small for separate analysis.

Table 57.--Reasons for preference for summer slacks or separate trousers, by preferred fiber

Reasons	Cotton	Cotton and rayon	Other mixtures containing cotton	Wool	Wool and rayon	Other mixtures containing wool	Rayon	Dacron
	Percent 1/	Percent 1/	Percent 1/	Percent 1/	Percent 1/	Percent 1/	Percent 1/	Percent 1/
Care and laundering	55	38	62	53	55	50	47	63
Keeps a press, holds press longer	13	22	43	45	48	42	36	41
Washable, washes well, nicely, easily laundered	33	9	14	2/*	3	6	5	18
Dry cleans well	1	5	4	6	3	6	7	1
Easy to take care of, keep clean	7	--	1	*	2	2	1	6
Looks good after dry cleaning, stays new looking after dry cleaning	2	2	3	5	3	1	1	3
Wash and wear--no ironing required, drip-dry idea	1	--	--	--	--	--	--	10
Doesn't have to be dry cleaned	5	1	--	--	--	--	1	3
Washes and dries quickly, easily	1	--	--	--	--	--	--	1
Performance	33	44	66	71	67	72	52	61
Holds shape, will not stretch, bag, shrink	10	21	34	47	33	43	23	31
Fabric holds up well, durable	23	20	20	35	29	34	23	19
Wrinkle resistant, will not wrinkle easily	2	5	22	10	19	12	9	19
Soil resistant, will not show soil, stays clean longer	3	4	8	4	5	7	9	6
Comfort	63	63	59	23	31	31	55	44
Cool	51	55	48	9	24	17	47	38
Not scratchy, irritating	5	9	2	2	2	5	3	2
Doesn't cling, stick	3	--	1	1	--	2	2	1
Absorbs perspiration, more absorbent	2	--	2	4	2	1	1	1
Warm	*	--	--	2	--	1	*	1
Feels better, more comfortable (general)	7	6	10	7	5	7	6	6
Appearance	10	29	20	35	21	28	22	16
Dressier, neater, more tailored	3	21	9	16	10	12	10	5
Looks nice, good (general)	7	8	12	19	12	17	12	11
Weight	11	15	24	13	9	20	22	22
Lightweight, thin	10	14	21	9	5	13	21	20
Heavy, more body	1	1	3	4	4	7	1	2
Price: cheaper, less expensive, right price	16	7	3	--	2	1	7	1
Versatility	2	--	2	9	3	5	2	--
Can be worn all year round, all seasons	1	--	2	8	3	2	2	--
Can be worn for work or dress	1	--	1	1	2	2	--	--
Can be worn with other jackets	--	--	--	--	--	1	--	--
Texture	2	2	4	3	--	2	5	2
Liked softness	2	--	2	2	--	1	3	--
Liked smooth feeling	*	2	2	*	--	--	1	1
Liked the hard finish	*	--	--	1	--	1	1	1
Liked silky feeling	--	--	--	--	--	--	*	--
Color	1	2	1	4	--	1	2	1
Good color	1	2	1	3	--	1	1	1
More choice of colors	*	--	--	1	--	--	1	--
Style: liked styles, good styles	1	--	--	1	--	2	*	1
Patterns, designs: liked patterns, designs	*	1	--	2	--	--	--	--
All other reasons	*	--	--	1	--	3	1	1
Don't know, not ascertained	1	1	1	1	7	1	1	--
Number of cases	442	82	91	309	58	86	300	144

1/ Percentages add to more than their subtotals and these add to more than 100 because some respondents gave more than 1 reason.
2/ Asterisk denotes less than 1 percent.

Table 58.--Reasons for preference for summer suits, by preferred fiber

Reasons	Wool	Wool and Dacron	Other mixtures containing wool	Rayon	Other mixtures containing rayon	Cotton	Dacron
	Percent 1/	Percent 1/	Percent 1/	Percent 1/	Percent 1/	Percent 1/	Percent 1/
Performance	69	59	61	51	48	38	46
Holds shape, will not stretch, bag, shrink	45	31	43	27	27	21	26
Fabric holds up well, durable	36	25	21	17	14	15	12
Wrinkle resistant, will not wrinkle easily	8	18	9	13	14	2	19
Soil resistant, will not show soil, stays clean longer	3	7	3	8	11	3	4
Comfort	28	57	45	65	52	68	58
Cool	14	44	34	58	43	63	43
Not scratchy, irritating	1	2	3	5	5	1	5
Absorbs perspiration, more absorbent	4	2	--	1	--	3	--
Warm	3	2	2	--	--	--	--
Doesn't cling, stick	2/*	--	1	4	--	3	--
Feels better, more comfortable (general)	8	10	7	7	7	4	10
Care and laundering	42	44	45	49	32	35	46
Keeps a press, holds press longer	34	43	37	41	23	17	32
Dry cleans well	7	--	5	4	11	5	4
Looks good after dry cleaning, stays new looking after dry cleaning	2	--	1	4	7	7	3
Easy to take care of, keep clean	1	2	5	2	2	4	4
Washable, washes well, nicely, easily laundered	1	--	1	2	2	4	5
Doesn't have to be dry cleaned	--	--	1	--	14	--	--
Wash and wear--no ironing required, drip-dry idea	--	2	--	--	--	--	3
Appearance	37	26	28	21	27	20	27
Dressier, neater, more tailored	15	10	15	5	11	5	12
Looks nice, good (general)	22	16	13	16	16	15	15
Weight	15	41	33	33	18	24	45
Lightweight, thin	13	33	30	32	18	22	45
Heavy, more body	2	8	3	1	--	2	--
Versatility	10	3	6	3	4	--	--
Can be worn all year round, all seasons	10	3	5	1	2	--	--
Can be worn for work or dress	1	--	1	2	2	--	--
Color	5	12	3	2	2	1	4
Good color	3	10	2	2	2	1	4
More choice of colors	2	2	1	--	--	--	--
Texture	3	2	7	7	2	2	3
Liked smooth feeling	1	2	2	4	2	--	--
Liked softness	2	--	3	1	--	1	--
Liked hard finish	*	--	2	2	--	1	1
Liked silky feeling	--	--	--	--	--	--	2
Style: liked styles, good styles	4	5	2	--	2	4	--
Price: cheaper, less expensive, right price	1	--	3	4	7	7	3
Patterns, designs: liked patterns, designs	1	3	2	1	--	1	--
Habit: always buy that fabric, have always worn that fabric	2	--	1	1	--	--	--
All other reasons	2	--	--	--	--	--	--
Don't know, not ascertained	2	--	2	1	7	4	3
Number of cases	295	61	110	104	56	98	74

1/ Percentages add to more than their subtotals and these add to more than 100 because some respondents gave more than 1 reason.
2/ Asterisk denotes less than 1 percent.

Table 59.--Reasons for preference for summer sport coats, by preferred fiber

Reasons	Wool		Mixtures containing wool		Cotton		Rayon	
	Percent 1/		Percent 1/		Percent 1/		Percent 1/	
Performance		66		61		24		31
Holds shape, will not stretch, bag, shrink	41		41		6		17	
Fabric holds up well, durable	35		21		15		13	
Wrinkle resistant, will not wrinkle easily	8		14		2		10	
Soil resistant, will not show soil, stays clean longer	2		1		3		6	
Comfort		31		44		62		52
Cool	8		17		52		44	
Warm	9		6		2		--	
Absorbs perspiration, more absorbent	4		--		--		--	
Not scratchy, irritating	--		3		5		--	
Doesn't cling, stick	2/*		--		1		2	
Feels better, more comfortable, fits well (general)	12		20		5		6	
Appearance		41		29		28		29
Dressier, neater, more tailored	23		14		12		14	
Looks nice, good (general)	18		15		16		15	
Weight		13		29		31		35
Lightweight, thin	10		26		29		33	
Heavy, more body	3		3		2		2	
Care and laundering		21		20		25		25
Keeps a press, holds press longer	10		13		5		13	
Dry cleans well	6		4		3		2	
Looks good after dry cleaning, stays new looking after dry cleaning	4		5		4		4	
Washable, washes well, nicely, easily laundered	--		--		11		4	
Easy to take care of, keep clean	2		1		5		4	
Doesn't have to be dry cleaned	--		--		2		--	
Versatility		16		6		11		2
Can be worn all year round, all seasons	13		6		3		2	
Can be worn for work or dress	3		--		8		--	
Can be worn with other slacks, trousers	1		--		1		2	
Color		7		5		3		4
Color	5		4		3		4	
More choice of colors	2		1		--		--	
Style: like styles, good styles		6		4		5		2
Texture		6		1		3		6
Liked softness	6		1		1		4	
Liked smooth feeling	1		--		2		2	
Liked silky feeling	--		--		--		2	
Price: cheaper, less expensive, right price		1		3		10		4
Patterns, designs: liked patterns, designs		4		2		1		--
Habit: always buy that fabric, have always worn that fabric		--		--		--		2
All other reasons		2		--		2		2
Don't know, not ascertained		3		3		3		6
Number of cases	297		80		111		52	

1/ Percentages add to more than their subtotals and these add to more than 100 because some respondents gave more than 1 reason.

2/ Asterisk denotes less than 1 percent.

Table 60.--Reasons for preference for "other season" sport coats, by preferred fiber

Reasons	Wool		Mixtures containing wool		Cotton	
	Percent 1/		Percent 1/		Percent 1/	
Performance		67		62		48
Fabric holds up well, durable	42		34		38	
Holds shape, will not stretch, bag, shrink	39		45		10	
Wrinkle resistant, will not wrinkle easily	4		6		6	
Soil resistant, will not show soil, stays clean longer	2		4		5	
Comfort		55		42		43
Warm	47		25		16	
Not scratchy, irritating	1		6		5	
Cool	2/ *		4		6	
Absorbs perspiration, more absorbent	1		--		2	
Doesn't cling, stick	*		--		--	
Feels better, more comfortable, fits well (general)	6		9		19	
Appearance		37		16		28
Dressier, neater, more tailored	14		8		6	
Looks nice, good (general)	23		8		22	
Care and laundering		19		28		19
Keeps a press, holds press longer	8		11		3	
Dry cleans well	8		11		5	
Looks good after dry cleaning, stays new looking after dry cleaning	4		2		2	
Easy to take care of, keep clean	1		4		6	
Washable, washes well, nicely, easily laundered	--		--		5	
Versatility		12		19		13
Can be worn all year round, all seasons	10		13		7	
Can be worn for work or dress	1		6		6	
Can be worn with other slacks, trousers	1		4		--	
Weight		12		13		6
Lightweight, thin	5		13		6	
Heavy, more body	7		--		--	
Style: like styles, good styles		7		2		6
Color		6		6		8
Good color	4		4		6	
More choice of colors	2		2		3	
Texture		5		--		11
Liked softness	5		--		7	
Liked smooth feeling	*		--		2	
Liked hard finish	*		--		2	
Patterns, designs: liked patterns, designs		6		2		--
Price: cheaper, less expensive, right price		1		9		13
Habit: always buy that fabric, have always worn that fabric		*		--		--
All other reasons		1		4		2
Don't know, not ascertained		1		2		5
Number of cases	611		53		63	

1/ Percentages add to more than their subtotals and these add to more than 100 because some respondents gave more than 1 reason.

2/ Asterisk denotes less than 1 percent.

Table 61.-- Extent of dissatisfaction with preferred fiber for selected garments, by fiber

Fiber	Summer slacks	Summer suits	Summer sport coats	Other season sport coats
	Percent	Percent	Percent	Percent
Cotton	10	10	12	17
Wool	13	13	12	9
Rayon	10	11	12	--
Dacron	12	14	--	--
Cotton and rayon	11	1/	--	--
Other cotton mixtures	5	1/	--	--
Wool and rayon	10	1/	--	--
Wool and Dacron	1/	8	--	--
Other wool mixtures	7	4	7	6
Rayon mixtures	--	5	--	--
Other fibers and mixtures	12	16	16	--

1/ Not shown separately

Table 62.--Reasons for dissatisfaction with preferred fiber for summer slacks and other season sport coats, for selected fibers

Reasons	Summer slacks		Other season sport coats
	Cotton and cotton mixtures	Wool and wool mixtures	Wool
	Percent 1/	Percent 1/	Percent 1/
Performance	52	13	16
Not wrinkle resistant, wrinkles easily	28	2	2
Doesn't hold shape, stretches	17	--	4
Not soil resistant, soils easily, spots	9	6	6
Fabric doesn't wear well, not durable	5	4	4
Gets shiny, gets shiny when dry cleaned	2	2	--
Care and laundering	36	21	13
Don't hold press, crease	31	4	8
Loses color, fades, runs	3	--	--
Shrinks	2	9	2
Not washable, have to be dry clean cleaned	--	9	8
Moth problem	--	4	--
Comfort	10	64	67
Too warm	9	34	23
Sticky, scratchy, stings	2	32	50
Too cool	--	2	--
Uncomfortable (general)	2	--	--
Appearance: not dressy	9	--	--
Price: too expensive	3	2	8
Weight: too heavy	2	2	2
Odor when wet	--	--	2
All other reasons	5	6	2
Number preferring the fiber	58	53	52

1/ Percentages add to more than their subtotals and these add to more than 100 because some men gave more than 1 reason.

Table 63.--Usual method of caring for summer slacks and satisfaction with results, by fiber

Usual method of cleaning	Cotton	Cotton and rayon	Cotton and Dacron	Rayon	Rayon and wool	Wool	Wool and Dacron	Dacron	Nylon	Linen
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Dry clean	36	82	82	91	95	99	97	65	53	80
Satisfied with results	35	80	80	87	93	97	96	61	47	76
Wash	64	18	18	9	4	1	3	34	47	20
Satisfied with results	62	17	16	9	4	1	2	33	41	19
When washed	64	18	18	9	4	1	3	34	47	20
Slacks require ironing	59	17	14	8	4	1	2	17	18	19
Number of cases	885	127	51	517	93	489	70	241	77	69

Table 64.--Usual method of caring for summer suits and satisfaction with results, by fiber

Usual method of cleaning	Wool	Wool and Dacron	Wool and rayon	Rayon	Cotton	Dacron
	Percent	Percent	Percent	Percent	Percent	Percent
Dry clean	99	99	100	99	84	85
Satisfied with results	96	96	93	95	81	83
Wash	1	1	--	1	16	15
Satisfied with results	1	1	--	1	15	15
When washed	1	1	--	1	16	15
Suits require ironing	1	--	--	1	15	12
Number of cases	372	71	59	156	149	86

Table 65.--Usual method of caring for sport coats and satisfaction with results, by type of sport coat and fiber

Usual method of cleaning	Summer sport coats			Other season sport coats	
	Wool	Cotton	Rayon	Wool	Cotton
	Percent	Percent	Percent	Percent	Percent
Dry clean	100	85	96	99	91
Satisfied with results	98	79	93	--	--
Wash	--	15	4	1	8
Satisfied with results	--	15	4	--	--
When washed	--	15	4	--	--
Coat requires ironing	--	13	4	--	--
Number of cases	366	156	74	627	128

Table 66.--Number of times summer slacks worn before need for washing/dry cleaning, by fiber

Number of wearings	Cotton	Cotton and rayon	Cotton and Dacron	Rayon	Rayon and wool	Wool	Wool and Dacron	Dacron	Nylon	Linen
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
1 or 2 times	26	13	12	10	11	3	7	11	23	35
3 - 4 times	38	24	29	32	22	21	27	31	44	36
5 - 6 times	16	24	18	26	27	25	22	28	17	16
7 - 8 times	8	11	15	9	12	10	7	7	8	6
9 - 10 times	5	6	4	10	6	15	7	10	3	3
11 - 15 times	4	12	12	10	13	16	19	9	3	2
16 - 20 times	1	4	10	2	2	4	7	1	--	--
21 times and over	1	4	--	1	5	4	3	2	1	1
Don't remember, not ascertained	1	2	--	1/*	2	2	1	1	1	1
Number of cases	885	127	51	517	93	489	70	241	77	69
Median wearings	3.7	5.5	5.6	5.3	5.6	6.0	5.7	5.3	3.6	3.4

1/ Asterisk denotes less than 1 percent.

Table 67.--Number of times summer suits worn before need for washing/dry cleaning, by fiber

Number of wearings	Wool	Wool and Dacron	Wool and rayon	Rayon	Cotton	Dacron
	Percent	Percent	Percent	Percent	Percent	Percent
1 or 2 times	6	3	9	9	20	14
3 - 4 times	21	24	15	26	36	23
5 - 6 times	21	25	27	25	18	27
7 - 8 times	10	11	12	10	5	9
9 - 10 times	13	16	10	9	9	12
11 - 15 times	15	11	14	14	9	7
16 - 20 times	6	7	10	5	2	3
21 times and over	6	3	3	1	1	5
Don't remember, not ascertained	2	--	--	1	--	--
Number of cases	372	71	59	156	149	86
Median wearings	7.1	5.9	6.0	5.6	3.9	5.5

Table 68.--Number of times summer sport coats worn before need for washing/dry cleaning, by fiber

Number of wearings	Wool	Cotton	Rayon
	Percent	Percent	Percent
1 or 2 times	2	10	4
3 - 4 times	7	22	15
5 - 6 times	12	19	24
7 - 8 times	10	3	8
9 - 10 times	17	10	12
11 - 15 times	22	18	15
16 - 20 times	11	10	6
21 times and over	16	7	14
Don't remember, not ascertained	3	1	2
Number of cases	366	156	74
Median wearings	11.2	5.9	7.7

Table 69.--Purchase of selected garments in past year, by selected characteristics

Background characteristics	Summer slacks		Summer suits		Summer sport coats		Other season sport coats	
	Have shopped for and bought	Cases	Have shopped for and bought	Cases	Have shopped for and bought	Cases	Have shopped for and bought	Cases
	Percent	Number	Percent	Number	Percent	Number	Percent	Number
Total owners	50	1,823	33	1,029	32	693	30	795
City size								
1,000,000 and over	54	529	35	323	35	245	29	247
2,500 - 999,999	51	691	32	417	32	266	32	307
Under 2,500	47	603	32	289	28	182	28	241
Age 1/								
16 - 29 years	56	425	36	197	40	181	37	246
30 - 44 years	54	612	37	356	29	256	28	312
45 years and over	44	786	29	476	29	256	25	237
Education								
Grammar school	42	506	28	247	29	133	27	145
High school	52	908	34	482	32	350	28	407
College	57	406	35	298	35	208	36	242
Income								
Lower	42	387	28	196	25	107	28	138
Middle	49	633	30	314	31	235	27	274
Upper	57	703	37	457	35	314	32	337
Employment status								
Not gainfully employed	36	236	19	113	36	78	28	90
Employed men	52	1,587	35	916	31	615	30	705
"Meet the public" work	58	620	39	449	35	286	34	323
Other type work	49	960	30	464	29	325	27	378

1/ Age groups are combined when the number is too small for separate analysis.

Table 70.--Receipt of summer slacks as a gift in last year, by selected characteristics

Background characteristics	Received as a gift	Did not receive as a gift	Not ascertained	Cases
	Percent	Percent	Percent	Number
Total owners	12	85	3	1,823
Age				
16 - 19 years	22	73	5	125
20 - 29 years	13	84	3	300
30 - 44 years	11	86	3	612
45 - 64 years	10	88	2	593
65 years and over	18	76	6	193
Income				
Lower	11	85	4	387
Middle	11	86	3	633
Upper	14	83	3	703

Table 71.--Fiber content of last purchase for selected garment, by fiber preferred

Fiber last purchased	Summer slacks						Summer suits		Summer sport coats	Other season sport coats
	Cotton	Wool	Rayon	Dacron	Mixtures containing cotton	Mixtures containing wool	Mixtures containing wool	Wool	Wool	Wool
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Cotton	71	7	9	3	11	10	--	2	5	3
Cotton and rayon	3	--	1	--	39	--	--	--	1	--
Cotton and Dacron	1	1	--	--	15	2	2	--	--	--
Cotton and wool	1	1	1	--	9	1	10	--	--	1/ *
Other cotton mixtures	--	--	--	--	9	--	--	--	--	--
Wool	7	75	4	1	4	4	7	81	92	92
Wool and Dacron	1	2	1	1	1	31	40	1	--	--
Wool and rayon	1	2	1	3	--	20	22	1	--	*
Other wool mixtures	--	1	--	--	--	19	17	3	--	2
Rayon	3	5	67	3	4	3	--	2	1	*
Rayon and Dacron	1	1	--	--	1	--	--	--	--	--
Other rayon mixtures	2	1	3	--	1	--	--	--	--	--
Dacron	3	2	6	84	1	4	2	1	--	--
Other Dacron mixtures	1	--	1	--	--	1	--	2	--	--
Linen	1	--	1	1	1	--	--	3	--	--
Orlon	1	*	2	2	--	--	--	--	--	--
Nylon	1	--	1	1	2	1	--	--	--	--
All other fibers and mixtures	1	--	1	--	1	--	--	2	1	1
Not ascertained	1	2	1	1	1	4	--	2	--	2
Total	100	100	100	100	100	100	100	100	100	100
Number of cases	207	158	148	83	87	74	58	105	101	189

1/ Asterisk denotes less than 1 percent.

Table 72.--Reasons for selecting last summer slacks by fiber purchased

Reasons	Cotton		Mixtures containing cotton		Wool		Mixtures containing wool		Rayon		Dacron	
	Percent 1/		Percent 1/		Percent 1/		Percent 1/		Percent 1/		Percent 1/	
Color: liked color, good color, color wanted		44		69		64		67		61		58
Style		23		21		33		24		24		12
Liked style features	8		2		5		9		5		3	
Liked style cut (general)	15		19		28		15		19		9	
Price: priced right, cheaper, inexpensive, on sale		22		16		13		8		15		11
Comfort		20		22		19		12		27		27
Cool	9		9		7		5		15		22	
Warm	2/*		1		1		--		--		--	
Felt better, more comfortable, (general)	11		12		13		7		15		7	
Material		16		24		31		26		26		17
Good quality, good material	3		1		9		3		2		--	
Liked that material, material wanted (general)	13		23		22		25		24		17	
Care and laundering		16		17		16		13		13		27
Washable, washes well, easily laundered	12		2		--		1		1		14	
Retains color, doesn't fade, run	2		--		--		--		--		2	
Keeps press, holds press longer	1		10		13		12		10		9	
Easy to take care of, keep clean	1		3		2		--		--		2	
Wash and wear, no ironing, drip dry idea	*		3		--		--		--		5	
Doesn't have to be dry cleaned	*		1		--		--		--		--	
Dry cleans well	*		--		1		--		2		--	
Performance		16		16		13		24		18		21
Fabric holds up well, durable	13		8		11		14		12		5	
Holds shape, will not stretch or sag	2		2		3		7		4		5	
Wrinkle resistant, will not wrinkle easily	1		6		3		4		4		12	
Soil resistant, will not show soil, stays clean longer	1		2		1		3		1		2	
Appearance		11		14		12		11		12		7
Dressier, neater, more tailored	5		6		4		--		4		1	
Looked nice, good (general)	7		8		8		11		8		6	
Weight		8		11		18		18		12		20
Lightweight, thin	5		10		13		10		10		15	
Heavy, sturdy, more body	4		--		2		3		1		2	
Liked weight, right weight, good weight	--		1		3		5		1		3	
Versatality		4		7		13		4		3		5
Can be worn with other jackets	4		6		13		3		3		3	
Can be worn all year round, all seasons	*		1		--		1		--		2	
Pattern, design: Liked pattern, design		3		2		3		5		4		3
Texture		2		11		9		4		6		6
Liked smooth feeling	1		1		1		--		1		2	
Liked softness	*		5		3		1		1		1	
Liked feel of material (general)	1		7		5		3		4		3	
Weave		2		6		9		7		7		2
Hard weave, hard finish	1		2		3		1		5		--	
Liked the close weave	--		2		3		1		--		--	
Liked weave, good weave (general)	1		2		3		5		2		2	
Tailoring		2		2		4		--		1		--
Habit: always buy that fabric, have always worn that fabric		2		1		1		1		1		--
All other reasons		1		3		1		5		3		--
Don't know, not ascertained		7		--		--		3		4		3
Number of cases	213		87		149		76		135		107	

1/ Percentages add to more than their subtotals and these add to more than 100 because some respondents gave more than 1 reason.

2/ Asterisk denotes less than 1 percent.

Table 74.--Persons participating in the selection of last garments purchased

Persons participating	Selected garment purchased							
	Summer slacks		Summer suits		Summer sport coats		Other season sport coats	
	Percent1/		Percent1/		Percent1/		Percent1/	
Other participants		49		57		60		57
Wife	33		40		36		36	
Mother	3		5		10		8	
Other female relative	1		3		2		2	
Father	--		--		--		1	
Other male relative	1		3		2		3	
Salesclerk (store personnel)	14		20		15		14	
Friend	2		1		3		2	
No other participant		51		40		38		39
Not ascertained		2/*		3		2		4
Total	100		100		100		100	
Number of cases	917		339		221		238	

1/ Percentages add to more than subtotals because more than 1 person participated.
2/ Asterisk denotes less than 1 percent.

Table 75.--Reasons for selecting last summer suit, by fiber purchased

Reasons	Wool		Mixtures containing wool	
	Percent1/		Percent1/	
Color: liked color, good color, color wanted		75	----	72
Style		38	----	29
Liked specific style features	10		12	
Liked style, cut (general)	28		17	
Comfort		36	----	23
Cool	4		6	
Warm	--		1	
Felt better, more comfortable (general)	33		16	
Material		22	----	39
Liked that material, material wanted	18		36	
Good quality, good material	4		3	
Weight		21	----	19
Lightweight, thin	17		14	
Liked weight, right weight, good weight	4		3	
Heavy, sturdy, more body	--		4	
Pattern, design: liked patterns, designs		15		9
Price: priced right, cheaper, inexpensive, on sale		14	----	14
Performance		11	----	14
Fiber holds up well, durable	4		6	
Holds shape, will not stretch, will not sag	4		6	
Wrinkle resistant, will not wrinkle easily	2		6	
Soil resistant, will not show soil, stays clean longer	1		3	
Appearance		11	----	7
Dressier, neater, more tailored	4		1	
Looked nice, good (general)	7		6	
Texture		7	----	4
Liked softness	5		1	
Liked smooth feeling	2		--	
Liked feel of the material	--		3	
Versatility		6	----	7
Can be worn with other slacks, jackets	4		3	
Can be worn all year round, all seasons	4		4	
Weave		6	----	6
Hard weave, hard finish	1		--	
Liked weave, good weave (general)	5		6	
Care and laundering		3	----	10
Keeps a press, holds press longer	2		9	
Wash and wear, no ironing, drip-dry idea	1		--	
Dry cleans well	--		1	
Tailoring: liked the way it was made, workmanship		3	----	3
All other reasons		--	----	3
Don't know, not ascertained		1	----	1
Number of cases	97		69	

1/ Percentages add to more than their subtotals and these add to more than 100 because some respondents gave more than 1 reason.

Table 76.--Price paid for last summer suit purchases, by fiber

Price	Total purchasers	Wool	Mixtures containing wool
	Percent	Percent	Percent
$25.00 or less	10	6	2
$25.01 - $30.00	10	1	7
$30.01 - $35.00	11	6	3
$35.01 - $40.00	14	12	13
$40.01 - $50.00	18	20	26
$50.01 - $65.00	20	30	25
$65.01 - $80.00	12	18	20
Over $80.00	4	7	3
Not ascertained	1	--	1
Number of cases	339	97	69
Median price	$42.50	$52.50	$49.60

Table 78.--Price paid for last sport coat purchased, by fiber and type of sport coat

Price	Summer sport coat		Other season sport coat	
	Total purchasers	Wool	Total purchasers	Wool
	Percent	Percent	Percent	Percent
$10.00 or less ----	11	2	6	1
$10.01 - $15.00 ---	13	7	11	8
$15.01 - $20.00 ---	15	17	12	11
$20.01 - $25.00 ---	12	11	18	20
$25.01 - $30.00 ---	12	13	18	20
$30.01 - $35.00 ---	11	13	9	11
$35.01 - $40.00 ---	12	16	9	9
$40.01 - $50.00 ---	6	13	11	13
$50.01 - $65.00 ---	2	3	2	3
Over $65.00 -------	1	2	1	1
Not ascertained ---	5	3	3	3
Number of cases	221	111	238	178
Median price ---	$23.55	$29.40	$25.40	$27.15

Table 79.--Degree of importance attached to selected factors considered in buying summer slacks

Factors	Degree of importance			Cases
	Very important	Somewhat important	Not too important	
	Percent	Percent	Percent	Number
Ability to hold shape --	87	9	4	1,823
Wear or durability -----	84	11	5	1,823
Color or pattern -------	77	17	6	1,823
Style -----------------	57	26	17	1,823
Feel of material -------	57	25	17	1,823
Weave ------------------	40	28	31	1,823
Wash and wear or drip dry ----------	17	18	64	1,823

Table 77.--Reasons for selecting last sport coat, by fiber purchased and type of sport coat

Reasons	Wool summer sport coat		Wool other season sport coat	
	Percent 1/		Percent 1/	
Color: liked color, good color, color wanted		60		72
Style		41		48
Liked specific style features	5		11	
Liked style, cut (general)	36		37	
Material		27		23
Good quality, good material	4		6	
Liked that material, material wanted (general)	24		17	
Comfort		26		22
Cool	1		1	
Warm	1		1	
Felt better, more comfortable (general)	24		20	
Appearance		20		12
Dressier, neater, more tailored	5		4	
Looked nice, good (general)	15		8	
Versatility		19		11
Can be worn with other slacks	15		10	
Can be worn all year round, all seasons	5		2	
Pattern, design: liked patterns, designs		14		21
Price: priced right, cheaper, inexpensive, on sale		14		14
Weave		11		12
Hard weave, hard finish	1		1	
Liked weave, good weave (general)	10		11	
Weight		8		8
Lightweight, thin	6		2	
Heavy, sturdy, more body	--		1	
Liked weight, right weight, good weight (general)	2		5	
Performance		7		12
Fiber holds up well, durable	3		9	
Holds shape, will not stretch, will not sag	3		4	
Soil resistant, will not show soil, stays clean longer	1		--	
Wrinkle resistant, will not wrinkle easily	--		1	
Texture		5		7
Liked softness	5		6	
Liked feel of material	--		1	
Care and laundering		2		2
Keeps a press, holds press longer	2		1	
Easy to take care of, keep clean	--		1	
Washable, washes well, nicely, easily laundered	--		2/*	
Tailoring: liked the way it was made, workmanship		--		1
All other reasons		1		3
Don't know, not ascertained		--		2
Number of cases	111		178	

1/ Percentages add to more than their subtotals and these add to more than 100 because some respondents gave more than 1 reason.

2/ Asterisk denotes less than 1 percent.

Table 80.--Factors considered very important in buying summer slacks, by income

Factors	Income		
	Lower	Middle	Upper
	Percent	Percent	Percent
Wear or durability -------	84	88	82
Ability to hold shape ----	81	89	90
Color or pattern ---------	74	79	79
Style --------------------	55	52	63
Feel of material ---------	50	58	60
Weave --------------------	33	42	43
Wash and wear or drip dry-	22	18	15
Number of cases -----	387	633	703

Table 81.--Degree of importance attached to selected factors considered in buying a summer sport coat

Factors	Degree of importance			Cases
	Very important	Somewhat important	Not too important	
	Percent	Percent	Percent	Number
Ability to hold shape --	88	9	3	693
Color or pattern -------	84	13	3	693
Wear or durability -----	82	13	5	693
Style ------------------	79	16	5	693
Feel of material -------	59	23	18	693
Weave ------------------	44	31	25	693
Wash and wear or drip dry ------------------	10	15	75	693

Table 82.--Factors considered very important in buying a summer sport coat, by income

Factors	Income		
	Lower	Middle	Upper
	Percent	Percent	Percent
Ability to hold shape ----	90	6	4
Color or pattern ---------	87	11	2
Wear or durability -------	84	10	6
Style --------------------	83	13	4
Feel of material ---------	63	19	18
Weave --------------------	47	29	24
Wash and wear or drip dry-	10	14	76
Number of cases ----	107	235	314

Table 83.--Degree of importance attached to selected factors considered in buying "other season" sport coats

Factors	Degree of importance			Cases
	Very important	Somewhat important	Not too important	
	Percent	Percent	Percent	Number
Ability to hold shape --	88	8	4	795
Color or pattern -------	85	13	2	795
Wear or durability -----	84	10	6	795
Style -----------------	79	16	5	795
Feel of material -------	57	24	19	795
Weave ------------------	45	31	24	795
Wash and wear or drip dry	8	16	76	795

Table 84.--Factors considered very important in buying "other season" sport coats, by income

Factors	Income		
	Lower	Middle	High
	Percent	Percent	Percent
Wear or durability ----	88	83	84
Ability to hold shape -	87	89	89
Color or pattern ------	81	83	90
Style -----------------	76	75	82
Feel of material ------	56	53	60
Weave -----------------	44	44	48
Wash and wear or drip dry ----------	14	7	8
Number of cases ---	138	274	337

Table 85.--Awareness, ownership, and description of new all-cotton summer suits

Awareness, ownership, and description	Percent 1/	
All men 16 years old and over		100
Have seen or heard about all-cotton suits		15
Own	1	
Do not own	14	
Have not seen or heard about all-cotton suits		85
Have seen or heard about all-cotton suits:		
Can't describe appearance		31
Can describe appearance		66
Looks like wool, worsted	11	
Tweedy looking, tweedy weave	6	
Looks like gabardine, feels like gabardine	6	
Looks like silk	4	
Looks like linen, textured to look like linen	3	
Lightweight, cool, airy, thin	15	
Open, loose weave	4	
Hard finish, smooth finish	3	
Shapeless, looks like sacks, no body	9	
Wrinkles, wrinkles don't hang out, looked like it needed pressing	4	
Dressy, neat, good appearance	4	
Cheap looking, like a rag	3	
Shiny, glazed, polished, slippery	11	
Color	5	
All other	2/31	
Not ascertained		3
Number of cases	349	

1/ Percentages add to more than the subtotal because of multiple answers.
2/ No other replies were made by more than 2 percent of the respondents.

Table 86.--Awareness, preference and ownership of narrow pencil line trousers, by selected characteristics

Background characteristics	Heard of pencil line trousers	Like pencil line trousers	Own pencil line summer slacks	Own summer suits with pencil line trousers
	Percent	Percent	Percent	Percent
Total	37	18	7	2
City size				
1,000,000 and over	42	25	8	2
2,500 - 999,999	37	15	8	2
Under 2,500	35	16	5	3
Age				
16 - 19 years	53	56	29	4
20 - 29 years	44	17	9	3
30 - 44 years	42	14	5	4
45 - 64 years	33	13	2	1
65 years and over	19	17	7	--
Income				
Lower	28	19	9	2
Middle	38	18	7	2
Upper	45	18	6	3

Table 87.--Fabric designs preferred for summer slacks and summer suits, by selected characteristics

Background characteristics	Summer slacks								Summer suits								Cases
	Solid color	Vertical stripe	Check	Plaid	Flecked spatter	Tweed	Other designs	No preference	Solid color	Vertical stripe	Check	Plaid	Flecked spatter	Tweed	Other designs	No preference	
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Number
Total	81	6	4	2	1	1	1/*	5	66	9	8	4	1	1	2	9	2,379
City size																	
1,000,000 and over	83	5	4	2	*	*	*	5	64	8	7	5	3	1	1	9	639
2,500 - 999,999	83	6	3	3	*	1	*	4	70	10	8	3	1	1	*	7	891
Under 2,500	77	7	5	2	1	1	1	6	64	9	9	3	1	1	2	11	849
Age																	
16 - 19 years	81	4	6	4	1	1	--	3	65	3	10	6	5	1	1	8	151
20 - 29 years	88	3	5	2	*	--	--	2	74	7	7	3	2	2	*	5	367
30 - 44 years	81	6	4	2	1	*	1	5	65	9	9	4	2	1	1	8	780
45 - 64 years	80	7	3	3	*	1	1	5	65	12	7	4	1	1	1	9	773
65 years and over	75	7	4	2	--	*	1	10	64	10	7	1	1	*	--	16	308
Income																	
Lower	79	6	4	3	--	*	1	7	66	10	6	4	*	1	1	12	593
Middle	82	6	4	3	1	*	*	4	67	9	9	4	2	1	1	7	819
Upper	81	6	3	2	1	1	1	5	65	9	8	3	2	2	1	9	841

1/ Asterisk denotes less than 1 percent.

Table 88.--Fabric designs preferred for sport coats, by type of sport coat and selected characteristics

Background characteristics	Summer sport coats								Other season sport coats								Cases
	Solid color	Check	Plaid	Vertical stripe	Tweed	Flecked spatter	Other designs	No preference	Solid color	Check	Plaid	Vertical stripe	Tweed	Flecked spatter	Other designs	No preference	
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Number
Total	50	13	13	4	3	1	1	15	50	9	11	3	5	1	1	19	2,379
City size																	
1,000,000 and over	42	14	15	4	5	2	1	16	44	9	10	4	6	2	1	22	639
2,500 - 999,999	55	13	11	3	3	1	1	13	55	8	13	3	4	1/*	1	16	891
Under 2,500	50	13	13	4	2	1	1	16	52	10	10	2	4	*	1	20	849
Age																	
16 - 19 years	34	18	24	9	1	3	1	9	45	9	13	7	7	3	1	14	151
20 - 29 years	52	18	13	3	3	1	1	9	53	12	13	2	7	1	--	11	367
30 - 44 years	49	15	14	2	5	1	1	13	48	10	12	2	7	1	1	18	780
45 - 64 years	51	10	12	5	2	1	1	18	53	7	10	3	4	*	1	21	773
65 years and over	53	8	5	4	1	1	*	26	51	6	9	3	1	*	*	28	308
Income																	
Lower	56	11	10	4	*	--	*	19	52	8	11	3	2	--	1	22	593
Middle	52	15	12	3	4	2	1	11	55	9	11	3	5	1	1	14	819
Upper	43	14	14	5	4	1	1	17	45	9	12	3	7	*	1	22	841

1/ Asterisk denotes less than 1 percent.

Table 89.--Button style preference for jackets of summer suits, by selected characteristics

Background characteristics	2 button	3 button	1 button	4 button	No preference	Cases
	Percent	Percent	Percent	Percent	Percent	Number
Total	49	30	9	4	8	2,379
City size						
1,000,000 and over	46	27	14	3	9	639
2,500 - 999,999	52	31	9	3	5	891
Under 2,500	48	30	4	6	12	849
Age						
16 - 19 years	42	29	20	3	6	151
20 - 29 years	53	23	18	3	3	367
30 - 44 years	53	28	8	3	8	780
45 - 64 years	50	30	6	5	9	773
65 years and over	32	42	2	7	16	308
Income						
Lower	42	33	5	7	13	593
Middle	51	29	10	3	7	819
Upper	52	29	10	3	6	841

Table 90.--Button style preferred for sport coats, by type of coat and selected characteristics

Background characteristics	Summer sport coat					Other season sport coat					Cases
	2 button	3 button	1 button	4 button	No preference	2 button	3 button	4 button	1 button	No preference	
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Number
Total	45	26	10	5	14	39	30	9	5	17	2,379
City size											
1,000,000 and over	42	25	16	4	12	40	28	5	8	18	639
2,500 - 999,999	48	27	9	5	11	40	31	10	6	13	891
Under 2,500	43	26	7	5	18	36	32	11	3	18	849
Age											
16 - 19 years	44	22	20	3	11	38	24	10	11	16	151
20 - 29 years	49	23	19	2	7	45	25	8	13	9	367
30 - 44 years	48	25	11	4	12	41	31	8	5	15	780
45 - 64 years	46	26	6	6	16	38	31	10	2	19	773
65 years and over	28	35	3	8	25	24	36	12	1	26	308
Income											
Lower	39	26	6	8	21	31	30	15	3	21	593
Middle	46	27	12	4	11	40	30	9	6	15	819
Upper	49	25	11	3	12	43	31	6	5	15	841

Table 91.--Pocket style preferred for jackets of summer suits by selected characteristics

Background characteristics	Patch pocket	Flap pocket	Slash pocket	No preference	Cases
	Percent	Percent	Percent	Percent	Number
Total	36	33	21	10	2,379
City size					
1,000,000 and over	39	31	19	10	639
2,500 - 999,999	38	32	23	7	891
Under 2,500	33	34	21	12	849
Age					
16 - 19 years	33	37	21	9	151
20 - 29 years	35	31	28	6	367
30 - 44 years	40	30	20	10	780
45 - 64 years	38	34	19	9	773
65 years and over	26	37	19	17	308
Income					
Lower	27	36	23	14	593
Middle	37	32	22	8	819
Upper	42	30	19	9	841

Table 92.--Pocket style preferred for sport coats, by type of coat and selected characteristics

Background characteristics	Summer sport coat				Other season sport coat				Cases
	Patch pocket	Flap pocket	Slash pocket	No preference	Patch pocket	Flap pocket	Slash pocket	No preference	
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Number
Total	41	24	21	14	32	31	22	15	2,379
City size									
1,000,000 and over	45	24	16	14	34	32	17	16	639
2,500 - 999,999	42	23	23	12	33	30	24	13	891
Under 2,500	37	24	32	16	28	31	24	17	849
Age									
16 - 19 years	37	26	25	11	31	31	24	13	151
20 - 29 years	41	22	28	9	33	29	30	8	367
30 - 44 years	45	21	20	13	33	31	21	15	780
45 - 64 years	42	24	19	15	33	31	20	16	773
65 years and over	29	29	19	22	25	34	18	22	308
Income									
Lower	31	27	23	19	26	33	23	18	593
Middle	42	23	23	12	32	30	24	14	819
Upper	47	22	18	13	35	30	20	15	841

Table 93.--Shoulder padding style preferred for jackets of summer suits, by selected characteristics

Background characteristics	Slightly padded shoulder	Completely unpadded shoulder	Padded shoulder	No preference	Cases
	Percent	Percent	Percent	Percent	Number
Total	70	13	12	5	2,379
City size					
1,000,000 and over	74	11	11	4	639
2,500 - 999,999	70	13	13	4	891
Under 2,500	66	14	13	7	849
Age					
16 - 19 years	66	10	19	5	151
20 - 29 years	76	11	11	2	367
30 - 44 years	72	14	10	4	780
45 - 64 years	69	13	13	5	773
65 years and over	59	11	17	13	308
Income					
Lower	59	13	18	10	593
Middle	71	14	11	4	819
Upper	75	11	11	3	841

Table 94.--Shoulder padding style preferred for selected sport coats, by type of sport coat and selected characteristics

Background characteristics	Summer sport coat				Other season sport coat				Cases
	Slightly padded shoulder	Completely unpadded shoulder	Padded shoulder	No preference	Slightly padded shoulder	Completely unpadded shoulder	Padded shoulder	No preference	
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Number
Total	66	14	11	9	65	13	13	9	2,379
City size									
1,000,000 and over	70	13	10	7	67	11	13	9	639
2,500 - 999,999	67	15	11	7	65	15	14	6	891
Under 2,500	64	14	12	10	63	14	13	10	849
Age									
16 - 19 years	67	9	16	8	61	11	20	8	151
20 - 29 years	76	12	9	3	74	12	11	3	367
30 - 44 years	69	15	9	7	68	14	11	7	780
45 - 64 years	64	16	11	9	63	14	14	9	773
65 years and over	53	14	15	18	53	13	16	18	308
Income									
Lower	57	14	15	14	55	14	17	14	593
Middle	69	15	10	6	68	14	12	6	819
Upper	71	14	9	6	70	12	12	6	841

Table 95.--Ownership of Bermuda shorts and swim trunks, by selected characteristics

Background characteristics	Bermuda shorts	Swim trunks	Cases
	Percent	Percent	Number
Total owners	11	45	2,379
City size			
1,000,000 and over	17	62	639
2,500 - 999,999	11	42	891
Under 2,500	5	35	849
Age			
16 - 19 years	15	81	151
20 - 29 years	10	66	367
30 - 44 years	13	56	780
45 - 64 years	11	30	773
65 years and over	3	9	308
Education			
Grammar school	4	18	798
High school	9	54	1,112
College	25	69	466
Income			
Lower	5	22	593
Middle	8	47	819
Upper	18	59	841

Table 96.--Expected frequency of wearing Bermuda shorts in future

Background characteristics 1/	Wear just as often	Wear more often	Wear less often	Not ascertained	Cases
	Percent	Percent	Percent	Percent	Number
Total owners	65	19	10	6	253
Age					
16 - 29 years	72	14	11	3	57
30 - 44 years	58	22	11	9	98
45 years and over	67	20	8	5	98
Income					
Lower and middle	66	14	9	11	94
Upper	63	23	10	4	148
Employment status					
Employed men	65	19	10	6	228
"Meet the public" work-	66	24	6	4	144
Other type work	62	12	16	10	82

1/ In all cases where the number of men is too small for separate analysis, classification groups have been combined.

Table 97.--Frequency of wearing Bermuda shorts during the summer of 1956

Background characteristics 1/	Every day	Several times a week	Once or twice a week	Less than once a week	Not ascertained	Cases
	Percent	Percent	Percent	Percent	Percent	Number
Total owners	15	30	20	33	2	253
Age						
16 - 29 years	16	31	23	28	2	57
30 - 44 years	15	31	22	30	2	98
45 years and over	14	30	15	39	2	98
Income						
Lower and middle	14	36	17	30	3	94
Upper	14	27	21	37	1	148
Employment status						
Employed men	15	28	20	35	2	228
"Meet the public" work	14	31	19	35	1	144
Other type work	17	26	22	33	2	82

1/ In all cases where the number of men is too small for separate analysis, classification groups have been combined.

Table 98.--Occasions of wearing Bermuda shorts

Background characteristics 1/	Around the house	Sports	For company at home	For company at friend's home	Other special occasions	Business	Other occasions	Cases
	Percent2/	Percent2/	Percent2/	Percent2/	Percent2/	Percent2/	Percent2/	Number
Total owners	83	46	33	15	13	2	26	253
City size								
1,000,000 and over	78	38	33	12	11	4	37	108
Under 1,000,000	87	52	33	17	14	1	18	145
Age								
16 - 29 years	86	65	40	30	19	--	14	57
30 - 44 years	84	46	38	15	14	5	29	98
45 years and over	81	36	24	5	7	1	31	98
Income								
Lower and middle	80	47	31	15	18	2	22	94
Upper	84	45	33	14	9	2	29	148
Employment status								
Employed men	82	43	32	13	11	2	29	228
"Meet the public" work	83	43	33	14	13	1	30	144
Other type work	83	45	29	12	9	4	26	82

1/ In all cases where the number of men was too small for separate analysis, classification groups have been combined.

2/ Percentages add to more than 100 because some respondents wore Bermuda shorts for more than 1 occasion.

Table 99.--Summary of ownership, preference and last purchase for Bermuda shorts and swim trunks, by fiber

Fiber	Bermuda shorts			Swim trunks 1/
	Own	Prefer	Last purchase	Own
	Percent2/	Percent	Percent	Percent2/
Cotton	77	68	69	57
Linen	11	8	8	3/ *
Rayon	8	4	9	14
Wool	5	2	3	7
Cotton and rayon	4	2	4	1
Dacron	2	2	3	1
Cotton and Dacron	1	1	1	--
Cotton mixture	1	1	1	2
Nylon	*	*	--	15
All other fibers and mixtures	2	1	--	5
No preference	--	7	--	--
Not ascertained	2	4	2	4
Number of cases	253	253	108	1,059

1/ Information on fiber preference and last purchase was not obtained for swim trunks.

2/ Percentages add to more than 100 because some respondents owned more than 1 fiber.

3/ Asterisk denotes less than 1 percent.

Table 108.--Receipt of Bermuda shorts or swim trunks as a gift within the past year, by selected characteristics

Background characteristics 1/	Bermuda shorts		Swim trunks	
	Received as gift	Cases	Received as gift	Cases
	Percent	Number	Percent	Number
Total owners	19	253	9	1,059
Age				
16 - 29 years	19	57	20	365
16 - 19 years	--		13	123
20 - 29 years	--		7	242
30 - 44 years	18	98	8	437
45 years and over	20	98	8	257
Income				
Lower and middle	24	94	19	513
Lower	--		12	129
Middle	--		7	384
Upper	17	148	8	496

1/ In all cases where the number of men is too small for separate analysis, classification groups have been combined.

Table 109.--Ownership of swim trunks, by fiber and selected characteristics

Background characteristics	Cotton	Nylon	Rayon	Wool	All other fibers and mixtures	Cases
	Percent1/	Percent1/	Percent1/	Percent1/	Percent1/	Number
Total owners	57	15	14	7	10	1,059
City size						
1,000,000 and over	58	19	12	7	10	394
2,500 - 999,999	57	13	16	8	10	371
Under 2,500	54	13	14	7	9	294
Age 2/						
16 - 19 years	58	15	11	2	15	123
20 - 29 years	62	13	14	5	7	242
30 - 44 years	57	14	17	7	9	437
45 years and over	51	20	11	12	11	257
Income						
Lower	53	17	22	5	8	129
Middle	54	14	15	8	9	384
Upper	59	16	12	6	10	496

1/ Percentages add to more than 100 because some respondents owned more than 1 fiber
2/ The age group "65 years and over" is too small for separate analysis.

Table 100.--Ownership of Bermuda shorts, by fiber and selected characteristics

Background characteristics 1/	Cotton	Linen	Rayon	All other fibers and mixtures	Cases
	Percent2/	Percent2/	Percent2/	Percent2/	Number
Total owners	77	11	8	14	253
City size					
1,000,000 and over	74	11	7	16	108
Under 1,000,000	79	11	8	13	145
Age					
16 - 29 years	84	5	12	5	57
30 - 44 years	78	14	6	15	98
45 years and over	72	11	6	18	98
Education					
Grammar and high school	79	9	10	12	104
College	76	14	5	18	118
Income					
Lower and middle	77	5	9	14	94
Upper	78	14	6	14	148
Employment status					
Employed men	77	11	7	14	228
"Meet the public" work	76	13	6	19	144
Other type work	79	9	10	7	82
Marital status					
Married	78	12	6	16	205

1/ In all cases where the number of men is too small for separate analysis, classification groups have been combined.

2/ Percentages add to more than 100 due to multiple answers.

Table 101.--Preference for Bermuda shorts by fiber and selected characteristics

Background characteristics 1/	Cotton	Mixtures containing cotton	Linen	Rayon	Wool	Dacron	All other fibers and mixtures	No preference	Cases
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Number
Total owners	68	4	8	4	2	2	1	7	253
City size									
1,000,000 and over	61	4	9	3	4	1	1	12	108
Under 1,000,000	74	4	7	5	1	3	1	3	145
Age									
16 - 29 years	79	3	3	9	--	2	--	2	57
30 - 44 years	69	6	11	2	3	1	1	5	98
45 years and over	63	2	7	3	3	3	2	11	98
Education									
Grammar and high school	70	5	7	6	2	2	--	5	104
College	66	4	10	2	3	3	2	8	118
Income									
Lower and middle	73	4	4	7	1	1	1	4	94
Upper	66	4	11	2	3	2	1	8	148
Employment status									
Employed men	68	4	8	4	3	2	1	7	228
"Meet the public" work-	65	6	8	2	3	3	2	8	144
Other type work	72	3	7	7	1	1	--	6	82

1/ In all cases where the number of men is too small for separate analysis, classification groups have been combined.

Table 102.--Reasons for preferring cotton for Bermuda shorts

Reasons	Cotton	
		Percent 1/
Comfort		75
Cool	60	
Doesn't cling, stick	4	
Not scratchy, irritating	2	
Doesn't slip, slide	1	
Absorbs perspiration, more absorbent	2	
Feels better, more comfortable (general)	14	
Care and laundering		48
Washable, washes well, nicely, easily laundered, easy to do up	46	
Doesn't have to be dry cleaned	3	
Looks better after washing, stays new looking after washing, all done up	2	
Irons well, nicely, easily	1	
Performance		20
Fabric holds up well, durable, lasts longer	9	
Holds shape, will not stretch	8	
Soil resistant, will not show soil, stays clean longer, don't wash as often	3	
Wrinkle resistant, will not wrinkle easily	2	
Appearance		15
Dressier, neater, more tailored	3	
Clean, fresh looking, crisp, stays fresh looking longer	2	
Looked nice, good (general)	10	
Weight		12
Lightweight, thin	10	
Heavy, sturdy, more body	2	
Price: priced right, cheaper, inexpensive, on sale		9
Style: liked styles, good styles		4
Color		4
More choice of colors	3	
Good color	1	
Texture		3
Liked softness	2	
Liked smooth feeling	1	
Habit: always buy that fabric, have always worn that fabric		3
Pattern, design: liked patterns, designs		1
Not ascertained, don't know		2
Number of cases	173	

1/ Percentages add to more than their subtotals and these add to more than 100 because some respondents gave more than 1 reason.

Table 103.--Purchase of Bermuda shorts in past year, by selected characteristics

Background characteristics 1/	Have shopped for and bought	Cases
	Percent	Number
Total owners	43	253
City size		
1,000,000 and over	37	108
Under 1,000,000	47	145
Age		
16 - 29 years	51	57
30 - 44 years	47	98
45 years and over	34	98
Employment status		
Employed men	42	228
"Meet the public work" work	47	144
Other type work	33	82

1/ In all cases where the number of men is too small for separate analysis classification groups have been combined.

Table 104.--Fiber content of last purchase of Bermuda shorts, by preferred fiber

Last fiber purchased	Fiber preferred 1/	
	Total purchases	Cotton
	Percent	Percent
Cotton	70	95
Mixtures containing cotton	6	--
Rayon	8	1
Linen	8	3
Wool	3	1
Dacron	3	--
Not ascertained	2	--
Number of cases	108	72

1/ The number mentioning all other fibers was too small for separate analysis.

Table 105.--Reasons for selecting last Bermuda shorts purchased, by fiber

Reasons	Fiber last purchased 1/			
	Total purchases		Cotton	
	Percent 2/		Percent 2/	
Color: liked color, good color, color wanted		59		63
Style		27		31
Liked specific style features	3		4	
Liked style, cut (general)	24		27	
Material		18		20
Good quality, good material	4		4	
Liked that material, material wanted (general)	14		16	
Price: priced right, cheaper, inexpensive, on sale		16		20
Comfort		16		17
Cool	11		16	
Felt better, more comfortable	5		1	
Appearance		13		9
Dressier, neater, more tailored	4		3	
Looked nice, good (general)	9		6	
Pattern, design: liked patterns, designs		8		8
Performance		4		4
Fiber holds up well, durable	3		4	
Holds shape, will not stretch, will not sag	1		--	
Care and laundering: washable, washes well, nicely, easily laundered		4		3
Versatility: can be worn with other jackets, shirts		3		4
Texture: liked softness		3		4
Weight		2		2
Lightweight, thin	1		1	
Liked weight, right weight, good weight (general)	1		1	
Habit: always buy that fabric, have always worn that fabric		1		1
Tailoring: liked the way it was made, workmanship		1		1
Don't know, not ascertained		12		8
Number of cases	108		75	

1/ The number mentioning all other fibers was too small for separate analysis.

2/ Percentages add to more than 100 because some respondents gave more than 1 reason.

Table 106.-- Price paid for last Bermuda shorts purchased, by fiber 1/

Price	Total purchasers	Cotton
	Percent	Percent
$3.00 or less	19	21
$3.01 - $4.00	16	10
$4.01 - $5.00	32	39
$5.01 - $6.00	6	4
$6.01 - $7.50	5	4
$7.51 - $10.00	10	12
Over $10.00	6	4
Not ascertained	6	6
Number of cases	108	75
Median price	$4.35	$4.40

1/ The number mentioning fibers other than cotton was too small for separate analysis

Table 107.--Persons participating in the selection of Bermuda shorts

Persons participating	First pair owned		Last pair owned	
	Percent		Percent 1/	
Other persons		46		48
Wife	34		31	
Mother	5		--	
Daughter	3		--	
Other female relative	2		3	
Male relative	2		2	
Friend	2/*		4	
Salesclerk (store personnel)	--		12	
Respondent only		46		47
Not ascertained		8		5
Total	100		100	
Number of cases	253		108	

1/ Percentages add to more than their subtotal because some respondents listed more than 1 person.

2/ Asterisk denoted less than 1 percent.

Table 110.--Preference for swim trunks, by type and selected characteristics

Background characteristics	Boxers	Briefs	No preference	Cases
	Percent	Percent	Percent	Number
Total owners	73	26	1	1,059
City size				
1,000,000 and over	75	24	1	394
2,500 - 999,999	74	24	2	371
Under 2,500	69	31	1/*	294
Age 2/				
16 - 19 years	56	42	2	123
20 - 29 years	75	25	*	242
30 - 44 years	74	25	1	437
45 years and over	78	21	1	257
Education				
Grammar school	62	36	2	140
High school	72	27	1	596
College	80	19	1	323
Income				
Lower	73	26	1	129
Middle	72	27	1	384
Upper	75	24	1	496

1/ Asterisk denotes less than 1 percent.
2/ The age group "65 years and over" is too small for separate analysis.

Table 111.--Preference for swim trunks, by weave and selected characteristics

Background characteristics	Woven	Lastex	Knit	No preference	Not ascertained	Cases
	Percent	Percent	Percent	Percent	Percent	Number
Total owners	64	22	8	5	1	1,059
Age 1/						
16 - 19 years	51	35	7	6	1	123
20 - 29 years	66	24	6	4	2/*	242
30 - 44 years	63	23	8	5	1	437
45 years and over	71	12	10	7	--	257
Income						
Lower	59	29	4	7	1	129
Middle	61	24	10	4	1	384
Upper	68	18	8	6	*	496
Type preferred						
Boxer	79	11	4	5	1	773
Briefs	24	51	20	5	--	273

1/ Age classification "65 years and over" is too small for separate analysis.
2/ Asterisk denotes less than 1 percent.

Table 112.--Ownership of readymade pajamas and bathrobes or lounging robes by selected characteristics

Background characteristics	Ownership		Cases
	Pajamas	Bathrobes or lounging robes	
	Percent	Percent	Number
Total owners	59	48	2,379
City size			
1,000,000 and over	71	66	639
2,500 - 999,999	62	53	891
Under 2,500	45	30	849
Age			
16 - 19 years	54	32	151
20 - 29 years	49	33	367
30 - 44 years	57	52	780
45 - 64 years	65	54	773
65 years and over	60	49	308
Education			
Grammar school	47	36	798
High school	60	47	1,112
College	75	71	466
Income			
Lower	48	33	593
Middle	58	46	819
Upper	65	60	841
Employment status			
Not gainfully employed	60	43	351
Employed men	58	49	2,028
"Meet the public" work	71	66	721
Other type work	51	40	1,298

Table 113.--Summary of ownership and preference for selected items of clothing, by item and fiber

Fiber	Pajamas		Bath robes or lounging robes		Socks	
	Owned	Preferred	Owned	Preferred	Owned	Preferred
	Percent 1/		Percent 1/		Percent 1/	
Cotton	97	94	49	45	82	48
Cotton and rayon	2/ *	*	1	1	1	1
Cotton and rayon	*	--	*	--	3	2
Cotton and wool	--	--	1	1	3	1
Rayon	5	1	22	14	16	4
Rayon and wool	--	--	1	*	*	*
Rayon and silk	--	--	1	*	--	--
Nylon	4	2	2	1	55	27
Nylon and wool	--	--	*	*	2	1
Nylon mixtures	--	--	*	--	2	*
Wool	2	1	35	24	25	8
Silk	2	1	10	5	7	2
Orlon	*	*	*	*	1	*
All other fibers and mixtures	1	*	2	2	2	2
Weave named (fiber not specified)	--	--	*	1	2	1
No preference	--	1	--	5	--	2
Don't know, not ascertained	--	*	*	1	*	1
Number of cases	1,392	1,392	1,145	1,145	2,379	2,379

1/ Percentages add to more than 100 because some respondents mentioned more than 1 fiber.

2/ Asterisk denotes less than 1 percent.

Table 114.--Ownership of pajamas, by fiber and selected characteristics

Background characteristics	Cotton	Rayon	Nylon	Wool	Silk	All other fibers and mixtures	Cases
	Percent1/	Percent1/	Percent1/	Percent1/	Percent1/	Percent1/	Number
Total owners	97	5	4	2	2	1	1,392
City size							
1,000,000 and over	97	6	6	3	3	2	454
2,500 - 999,999	98	4	3	2	1	1	552
Under 2,500	97	4	2	1	1	1	386
Age							
16 - 19 years	98	--	1	5	2	1	81
20 - 29 years	97	4	2	2	2	1	180
30 - 44 years	96	6	6	2	2	1	444
45 - 64 years	98	5	4	1	2	2	502
65 years and over	99	4	3	2	1	2	185
Education							
Grammar school	98	5	3	2	1	1	379
High school	96	4	4	2	2	2	662
College	98	6	5	3	1	1	348
Income							
Lower	98	7	4	2	1	1	286
Middle	97	3	3	2	1	2	479
Upper	97	5	5	3	3	1	546
Employment status							
Not gainfully employed	97	3	3	3	1	2	209
Employed men	97	5	4	2	2	1	1,183
"Meet the public" work	97	6	4	2	2	2	512
Other type work	98	4	4	2	2	1	665
Marital status							
Single	96	5	2	4	2	1	191
Married	97	5	4	1	2	1	1,146
Widower, divorced, separated	98	7	2	5	2	2	55

1/ Percentages add to more than 100 because some respondents mentioned more than 1 fiber.

Table 115.--Preference for pajamas, by fiber and selected characteristics

Background characteristics	Cotton	Nylon	Rayon	Wool	No preference	Cases
	Percent	Percent	Percent	Percent	Percent	Number
Total owners	94	2	1	1	1	1,392
City size						
1,000,000 and over	91	2	1	2	2	454
2,500 - 999,999	95	1	1	1	1	552
Under 2,500	95	2	1	1	1/*	386
Age						
16 - 19 years	91	1	--	1	5	81
20 - 29 years	94	*	2	*	2	180
30 - 44 years	92	3	1	2	1	444
45 - 64 years	94	2	*	*	2	502
65 years and over	96	1	1	1	1	185
Education						
Grammar school	95	1	1	1	1	379
High school	93	2	1	1	1	662
College	94	2	1	1	1	348
Income						
Lower	95	2	2	*	1	286
Middle	95	*	1	1	1	479
Upper	93	3	*	1	2	546
Employment status						
Not gainfully employed	94	1	1	1	1	209
Employed men	94	2	1	1	1	1,183
"Meet the public" work-	93	2	1	1	1	512
Other type work	94	2	1	1	1	665

1/ Asterisk denotes less than 1 percent.

Table 116.--Reasons for preference for pajamas and bathrobes or lounging robes, by fiber

Reasons	Pajamas	Bathrobes or lounging robes							
	Cotton	Cotton		Wool		Rayon		Silk	
	Percent1/	Percent1/		Percent1/		Percent1/		Percent1/	
Comfort	70	66		85		43		53	
Cool	28	17		1		16		8	
Warm	8	19		77		6		6	
Doesn't cling, stick, not slick	6	1		--		2		--	
Doesn't slip, slide	5	2		1		1		2	
Absorbs perspiration, more absorbent	5	7		1		--		--	
Not scratchy, irritating; nonallergic	5	8		1		2		6	
Feels better, more comfortable (general)	23	18		6		15		31	
Care and laundering	34	50		6		15		3	
Washable, washes well, nicely, easily laundered	32	49		3		12		2	
Irons well, nicely, easily	3	2/*		--		1		--	
No ironing required, wash and wear, drip dry, doesn't require much ironing	1	2		--		--		--	
Retains color, doesn't fade, run	1	1		1		1		2	
Looks good after washing, stays new looking after washing	1	*		--		1		--	
Easier to starch, takes starching better	*	--		--		--		--	
Doesn't have to be dry cleaned	--	3		--		1		--	
Cleans well, dry cleans easily	--	--		2		1		--	
Performance	21	15		8		24		21	
Fabric holds up well, durable	18	11		20		8		8	
Holds shape, will not stretch, shrink	3	2		8		7		6	
Wrinkle resistant, will not wrinkle easily	1	1		3		9		10	
Soil resistant, will not show soil, stays clean longer	*	1		2		2		--	
Texture	15	11		9		13		19	
Liked softness	12	11		8		5		13	
Liked smooth feeling	3	*		1		5		3	
Liked silky feeling	*	--		--		2		6	
Versatility	13	10		11		7		3	
Can be worn all year round, all seasons	13	9		11		7		3	
Can be worn for several purposes	--	*		--		*		--	
Price: priced right, cheaper, inexpensive, on sale	9	7		*		1		--	
Weight	7	16		8		29		24	
Lightweight, thin	6	15		6		27		23	
Heavy, sturdy, more body	1	1		2		2		2	
Habit: always buy that fabric, have always worn that fabric	4	3		1		3		2	
Appearance	3	4		14		43		44	
Clean, fresh looking, crisp, stays fresh looking longer	1	1		*		2		2	
Dressier, neater, more tailored	1	1		5		21		27	
Looked nice, good (general)	1	2		9		21		15	
Color	2	1		3		2		--	
More choice of colors	2	*		1		--		--	
Good color	*	1		2		2		--	
Pattern, design: liked patterns, designs	1	--		1		1		2	
Style: liked styles, good styles	*	--		*		1		2	
We raise cotton, like cotton because we grow it	*	--		--		--		--	
All other reasons	1	*		1		1		--	
Don't know, not ascertained	2	3		3		3		2	
Number of cases	1,372	514		279		164		62	

1/ Percentages add to more than their subtotals and these add to more than 100 because some respondents gave more than 1 reason.

2/ Asterisk denotes less than 1 percent.

Table 117.--Receipt of pajamas, robes, and socks as a gift within the past year, by selected characteristics

Background characteristics	Pajamas		Bathrobes or lounging robes		Socks	
	Received as gift	Cases	Received as gift	Cases	Received as gift	Cases
	Percent	Number	Percent	Number	Percent	Number
Total owners	35	1,392	14	1,145	64	2,379
Age						
16 - 29 years	44	261	24	170	71	518
16 - 19 years	51	81	--	1/	76	151
20 - 29 years	41	180	--	1/	68	367
30 - 44 years	34	444	13	407	64	780
45 - 64 years	33	502	13	417	60	773
65 years and over	32	185	13	151	61	308
Income						
Lower	28	286	13	197	57	593
Middle	36	476	14	376	65	819
Upper	39	546	14	502	68	841

1/ The age groups "16 - 19 years" and "20 - 29 years" are too small for separate analysis.

Table 118.--Ownership of bathrobes or lounging robes, by fiber and selected characteristics

Background characteristics 1/	Cotton	Wool	Rayon	Silk	All other fibers and mixtures	Cases
	Percent2/	Percent2/	Percent2/	Percent2/	Percent2/	Number
Total owners	49	35	22	10	8	1,145
City size						
1,000,000 and over	49	41	18	12	8	422
2,500 - 999,999	49	32	27	9	7	468
Under 2,500	49	30	18	7	9	255
Age						
16 - 29 years	48	20	26	8	7	170
30 - 44 years	47	34	24	9	8	407
45 - 64 years	49	37	20	12	9	417
65 years and over	54	45	13	7	5	151
Education						
Grammar school	48	35	18	8	7	288
High school	48	32	23	10	8	524
College	52	37	22	10	8	330
Income						
Lower	50	34	21	10	7	197
Middle	48	30	23	8	7	376
Upper	51	38	22	10	9	502
Employment status						
Not gainfully employed	52	39	13	10	4	151
Employed men	49	34	23	10	8	994
"Meet the public" work-	50	38	21	11	11	474
Other type work	47	30	25	9	6	516
Marital status						
Single	44	34	24	9	6	131
Married	50	34	22	10	8	968

1/ In all cases where the number of men is too small for separate analysis, the classification groups have been combined.

2/ Percentages add to more than 100 due to multiple answers.

Table 119.--Preference for bathrobes or lounging robes, by fiber and selected characteristics

Background characteristics	Cotton	Wool	Rayon	Silk	All other fibers and mixtures	Cases
	Percent	Percent	Percent	Percent	Percent	Number
Total owners	45	24	14	6	5	1,145
City size						
1,000,000 and over	44	27	10	7	6	422
2,500 - 999,999	45	21	19	5	4	468
Under 2,500	45	27	14	3	6	255
Age 1/						
16 - 29 years	53	14	20	5	4	170
30 - 44 years	44	23	17	5	7	407
45 - 64 years	43	25	13	7	6	417
65 years and over	44	37	5	3	3	151
Education						
Grammar school	45	28	12	5	4	288
High school	43	22	18	6	6	524
College	48	26	10	5	5	330
Income						
Lower	46	26	13	4	5	197
Middle	47	23	17	4	5	376
Upper	44	25	13	6	6	502
Employment status						
Not gainfully employed	50	32	6	5	3	151
Employed men	44	23	15	6	6	994
"Meet the public" work	43	26	12	6	6	474
Other type work	45	21	19	5	5	516

1/ The age group "16 - 19 years" is too small for separate analysis.

Table 120.--Ownership of socks, by fiber and selected characteristics

Background characteristics	Cotton	Cotton and nylon	Cotton and wool	Other mixtures containing cotton	Nylon	Other mixtures containing nylon	Wool	Rayon	Silk	All other fibers and mixtures	Cases
	Percent1/	Percent1/	Percent1/	Percent1/	Percent1/	Percent1/	Percent1/	Percent1/	Percent1/	Percent1/	Number
Total owners	82	3	3	2	55	3	25	16	7	3	2,379
City size											
1,000,000 and over	79	4	3	2	53	5	33	10	9	3	639
2,500 - 999,999	79	4	2	2	58	3	24	18	7	3	891
Under 2,500	88	2	3	3	52	2	20	19	6	2	849
Age											
16 - 19 years	87	4	1	4	57	1	21	5	4	5	151
20 - 29 years	90	3	2	1	57	2	31	10	5	3	367
30 - 44 years	82	4	2	2	58	4	27	15	7	3	780
45 - 64 years	78	3	3	2	57	4	21	20	8	3	773
65 years and over	81	1	4	1	39	2	26	22	9	1	308
Education											
Grammar school	86	2	2	2	48	2	21	21	7	2	798
High school	83	4	3	3	57	3	24	14	7	3	1,112
College	74	4	2	2	62	6	33	13	8	4	466
Income											
Lower	88	2	3	3	47	2	18	21	7	2	593
Middle	86	3	2	2	56	3	24	16	7	2	819
Upper	75	4	3	2	59	5	31	13	8	4	841
Employment status											
Not gainfully employed	85	2	2	3	42	3	29	16	6	4	351
Employed men	82	3	3	2	57	3	24	16	8	3	2,028
"Meet the public" work	73	4	3	2	61	5	27	14	8	4	721
Other type work	86	3	3	2	55	3	23	17	7	2	1,298
Marital status											
Single	86	3	2	3	52	1	26	9	5	5	374
Married	81	3	3	2	56	4	25	17	8	2	1,901
Widower, divorced, separated	88	1	3	1	38	3	26	20	11	1	104

1/ Percentages add to more than 100 because some respondents mentioned more than 1 fiber.

Table 121.--Preference for socks, by fiber and selected characteristics

Background characteristics	Cotton	Cotton and nylon	Cotton and wool	Other mixtures containing cotton	Nylon	Mixtures containing nylon	Wool	Rayon	Silk	All other fibers and mixtures	Cases
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Number
Total owners	48	2	1	1	27	1	8	4	2	2	2,379
City size											
1,000,000 and over	44	3	2	1	26	2	12	2	2	2	639
2,500 - 999,999	45	2	1	1	30	1	8	5	2	2	891
Under 2,500	55	1	2	2	25	1	4	5	2	1	849
Age											
16 - 19 years	52	3	1	2	30	1	8	--	1	2	151
20 - 29 years	57	1	2	1	24	1/*	10	1	1	1	367
30 - 44 years	46	2	1	2	30	1	9	3	2	1	780
45 - 64 years	43	3	2	2	29	2	5	6	3	2	773
65 years and over	54	1	2	*	18	*	9	9	2	1	308
Education											
Grammar school	53	1	1	1	24	1	5	7	2	1	798
High school	49	2	2	2	27	1	9	2	2	2	1,112
College	39	2	2	1	33	3	10	2	2	2	466
Income											
Lower	56	1	1	2	24	*	4	6	2	1	593
Middle	51	2	1	1	25	1	8	5	2	2	819
Upper	41	3	2	1	31	2	10	3	2	2	841
Employment status											
Not gainfully employed	54	1	1	1	20	*	11	6	2	2	351
Employed men	47	2	2	1	28	1	7	4	2	2	2,028
"Meet the public" work	40	3	2	2	32	2	8	3	2	3	721
Other type work	52	2	1	1	26	1	7	4	2	1	1,298

1/ Asterisk denotes less than 1 percent.

Table 122.--Reasons for preference for socks, by fiber

Reasons	Cotton		Mixtures containing cotton		Nylon		Wool		Rayon	
	Percent1/		Percent1/		Percent1/		Percent1/		Percent1/	
Comfort	---	72	---	66	---	32	---	87	---	44
Absorbs perspiration, more absorbent	30		22		2		40		3	
Cool	16		11		6		3		13	
Not scratchy, irritating	9		9		1		9		1	
Warm	6		14		2		28		--	
Feel softer, smoother	6		9		5		16		11	
Cushions the feet, protects the feet, good cushion	2		3		2/*		8		--	
Feel better, more comfortable (general)	18		17		17		13		19	
Performance	---	29	---	54	---	61	---	24	---	43
Fabric holds up well, durable, wears longer	26		47		54		20		33	
Holds shape, will not stretch, doesn't lose shape	4		12		14		4		20	
Care and laundering	---	17	---	11	---	21	---	9	---	12
Doesn't shrink, stretch in washing	3		2		1		3		1	
Can be boiled, more sanitary, cleaner, no odors	2		--		*		1		1	
Dries quickly	1		3		11		1		3	
Retains color, doesn't fade, run	1		--		3		2		3	
Looks good after washing, stays new looking after washing	1		--		--		--		1	
Not fuzzy, don't get linty when washed	*		--		*		--		--	
Washable, washes well, nicely, easily laundered (general)	12		9		13		5		6	
Fit	---	11	---	28	---	56	---	11	---	25
Fit smoothly, cling, stay in place, don't slip	6		16		30		7		13	
Stretch to fit, size	*		1		10		--		2	
Fits well, nicer, better (general)	5		11		18		4		10	
Price: cheaper, inexpensive	---	10	---	4	---	1	---	1	---	2
Weight	---	8	---	10	---	9	---	6	---	17
Lightweight, thin	4		7		9		2		15	
Heavy, sturdy	3		1		*		3		1	
Just the right weight, good weight	1		2		--		1		1	
Color, designs or patterns	---	6	---	4	---	3	---	4	---	12
Good, nice colors; good choice of colors	4		2		2		3		9	
Liked styles available	4		2		1		2		4	
Versatility	---	5	---	9	---	1	---	12	---	4
Can be worn all year round, all seasons	4		7		1		10		3	
Can be worn for work and dress	1		2		*		2		1	
Habit: always buy that fiber, have always worn that fiber	---	3	---	--	---	*	---	1	---	2
Appearance	---	2	---	9	---	10	---	8	---	25
Looks dressier, neater	1		3		4		4		14	
Look better, nice, good, (general)	1		6		6		4		11	
More easily mended	---	*	---	--	---	*	---	--	---	--
No garters required	---	--	---	1	---	2	---	--	---	--
All other reasons	---	*	---	1	---	1	---	--	---	--
Don't know, not ascertained	---	2	---	1	---	2	---	2	---	2
Number of cases	1,148		116		646		186		94	

1/ Percentages add to more than their subtotals and these add to more than 100 because some respondents gave more than 1 reason.

2/ Asterisk denotes less than 1 percent.

Table 123.--Reasons for dissatisfaction with fiber preferred for socks, by fiber

Reasons	Fiber			
	Cotton		Nylon	
	Percent	1/	Percent	1/
Performance	----	67	----	17
Fiber doesn't wear well, not durable	42		12	
Stretch too much, lose shape	31		4	
Dislike appearance	3		--	
Get too many runs, snags, holes	1		5	
Don't stretch enough	--		1	
Not versatile, can't be worn in all seasons	--		1	
Care and laundering	----	17	----	10
Shrink, stretch in washing	9		2	
Loses color, fades, runs	6		4	
Get linty, fuzzy after washing, don't look clean	1		4	
Not washable, doesn't wash well (general)	1		--	
Comfort	----	8	----	48
Cool	3		6	
Not absorbent	2		11	
Warm	1		15	
Make feet perspire	--		20	
Burned, irritated feet, make feet hot, allergic	1		4	
Uncomfortable (general)	1		1	
Fit	----	5	----	15
Fit too tight, grip ankles, hurt toes	3		9	
Not long enough	--		5	
Don't fit well (general)	2		1	
Price: too expensive	----	--	----	2
Weight	----	1		2
Color: poor colors, poor choice of colors	----	--	----	2
Pattern: poor patterns, poor choice of patterns	----	1	----	--
All other reasons	----	5	----	1
Not ascertained	----	--	----	1
Number of cases	93		81	

1/ Percentages add to more than their subtotals and these add to more than 100 because some respondents gave more than 1 reason.

Table 124.--Ownership of stretch socks, by selected characteristics

Background characteristics	Own	Do not own	Cases
	Percent	Percent	Number
Total owners	68	32	2,379
City size			
1,000,000 and over	69	31	639
2,500 - 999,999	72	28	891
Under 2,500	64	36	849
Age			
16 - 19 years	81	19	151
20 - 29 years	74	26	367
30 - 44 years	74	26	780
45 - 64 years	69	31	773
65 years and over	41	59	308
Education			
Grammar school	53	47	798
High school	74	26	1,112
College	82	18	466
Income			
Lower	54	46	593
Middle	70	30	819
Upper	76	24	841
Employment status			
Not gainfully employed	50	50	351
Employed men	71	29	2,028
"Meet the public" work	79	21	721
Other type work	67	33	1,298

Table 125.--Persons participating in the selection of first stretch socks owned

Participant	Percent 1/	
Other persons		72
Wife	42	
Mother	9	
Father	1	
Daughter	3	
Son	2	
Other male relative	2	
Other female relative	7	
Friend	8	
Respondent only		27
Not ascertained		1
Total		100
Number of cases		1,622

1/ Percentages add to more than their subtotal because some respondents mentioned more than 1 person.

Table 126.--Extent of satisfaction with last purchase of stretch socks and reasons for dissatisfaction, by fiber of stretch sock

Satisfaction or dissatisfaction and reasons for dissatisfaction	All nylon stretch		Blend stretch	
	Percent		Percent	
Total purchasing		72		23
Satisfied	70		72	
Not satisfied	29		27	
Not ascertained	1		1	
Reasons for dissatisfaction: 1/				
Comfort		54		53
Burned, irritated feet, make feet hot, allergic	14		9	
Make feet perspire	13		6	
Not absorbent	9		13	
Warm	9		7	
Too binding, stops circulation	7		14	
Cool	4		4	
Twisted, turned	4		3	
Don't like the feel of them	3		3	
Uncomfortable (general)	3		2	
Fit		31		34
Fit too tight, grip ankles, hurt toes	25		29	
Not long enough	2		4	
Don't fit well (general)	4		2	
Performance		22		27
Fabric doesn't wear well, not durable	12		16	
Stretch too much, lose shape	7		6	
Don't stretch enough	4		6	
Dislike appearance	1		--	
Get too many runs, snags, holes	1		--	
Not versatile, can't be worn in all seasons	1		--	
Weight		13		16
Too thin, not heavy enough, too porous	12		16	
Too heavy, not porous	1		--	
Care and laundering		9		6
Shrink, stretch in washing	4		2	
Get linty, fuzzy after washing, don't look clean	1		2	
Retains odor, odor doesn't wash out	1		2	
Loses color, fades, runs	1		--	
Not washable, doesn't wash well (general)	1		1	
Color: poor colors, poor choice of colors		1		1
Prefer other fiber: cotton, wool, etc.,		2/*		1
Pattern: poor patterns, poor choice of patterns		*		--
Price: too expensive		*		--
All other reasons		1		1
Don't know, not ascertained		1		1
Number of cases	338		98	

1/ Percentages for specific reasons add to more than the group total and these add to more than 100 because some respondents gave more than 1 reason.

2/ Asterisk denotes less than 1 percent.

Table 127.--Extent of dissatisfaction with preferred fiber for selected garments, by fiber

Preferred fiber	Pajamas	Bathrobes or lounging robes	Socks
	Percent	Percent	Percent
Cotton	2	3	8
Mixtures containing cotton	--	--	4
Wool	--	10	11
Rayon	--	7	9
Silk	--	8	--
Nylon	--	--	13

Table 128.--Relative importance of selected label information

Label information	Very important	Somewhat important	Not too important	Cases
	Percent	Percent	Percent	Number
Fiber content	57	16	27	2,379
Washing instructions	57	17	26	2,379
Fabric properties (wash and wear; drip dry; crease/spot resistant; requires little or no ironing	47	19	33	2,379
Imported or domestic fabric	23	14	62	2,379
Imported or domestic garment	30	13	57	2,379

Table 129.--Label information considered very important, by selected characteristics

Background characteristics	Label information					Cases
	Fiber content	Washing instructions	Fabric properties	Imported domestic fabric	Imported domestic garment	
	Percent	Percent	Percent	Percent	Percent	Number
Total	57	57	47	23	30	2,379
Education						
Grammar school	54	54	44	27	34	798
High school	57	58	50	20	29	1,112
College	61	57	47	24	24	466
Income						
Lower	53	55	46	26	30	593
Middle	57	57	47	22	29	819
Upper	60	58	49	22	30	841
Employment status						
Not gainfully employed	47	51	41	24	28	351
Employed men	59	58	49	23	30	2,028
"Meet the public" work	64	59	48	22	27	721
Other type work	55	57	49	23	31	1,298

With the exception of check-box material, office-record information, and free-answer space, the questionnaire used for this study is reproduced below.

Crossley, S-D Surveys, Inc.
642 Fifth Avenue
New York 19, New York

Budget Bureau No. 40-5698.1
Expiration Date - April 30,1957

MEN'S FABRIC STUDY

SECTION A - READY-MADE SUMMER SPORT SHIRTS

I'm helping in a survey for the United States Department of Agriculture to find out what sorts of clothes are being worn by men. For example, ...

1. Do you have any ready-made SUMMER sport shirts which you have worn in the last twelve months? We are not interested in polo shirts, T-shirts or pullovers.

   IF "YES", CONTINUE
   IF "NO", SKIP TO SECTION B

2. During the past summer about how often would you say you wore a SUMMER sport shirt?

   Every day, Several times a week, Once or twice a week, Less often

3. Do you wear SUMMER sport shirts for ..... Business, Sports, Lounging, Dress, Others (Specify)

4. In what seasons other than summer do you wear SUMMER sport shirts?

   Autumn, Spring, Winter, Year Round, None

5. Do you have any SUMMER sport shirts that are: Short sleeve open collar,
   Short sleeve convertible collar
   Long sleeve open collar
   Long sleeve convertible collar

Fabric Card
Show for Q. 6

Fabrics	
Cotton	Rayon/Acetate
Linen	Nylon
Silk	Orlon
Wool	Dacron
	Other materials
Mixtures (Combinations of two or more of any of the above fabrics)	

6. Which of these fabrics are your SUMMER sport shirts made of? Do you have any others?

7. What fabric do you prefer for SUMMER sport shirts?

8. Why do you prefer _____ ?
   (fabric)

9a. Is there anything you dislike about _____ (preferred fabric)?

IF "NO" SKIP TO QUESTION 10
IF "YES", CONTINUE

b. What is it you dislike?

"Now I would like to talk to you about the care of your SUMMER sport shirts."

ASK QUESTIONS 10 THROUGH 16 FOR EACH FABRIC MENTIONED IN Q. 6

10. Are your _____ (fabric) SUMMER sport shirts usually washed or dry cleaned?

IF "WASH", CONTINUE
IF "DRY CLEAN", SKIP TO QUESTION 15

11. Are they usually washed at home or by a laundry?

IF "AT HOME", CONTINUE
IF "LAUNDRY", SKIP TO Q. 13

12. Are they usually washed by hand or by machine?

13. Do you have your _____ (fabric) SUMMER sport shirts starched?

14. Do they need to be ironed?

15. Are you usually satisfied with the way your _____ (fabric) SUMMER sport shirts turn out after they have been washed/dry cleaned?

16a. When you go on trips do you usually take your _____ (fabric) SUMMER sport shirts with you?

b. If "Yes", do you wash them yourself on these trips?

17. Now, have you shopped for and bought a SUMMER sport shirt in the last year?

IF "NO", SKIP TO QUESTION 22
IF "YES", CONTINUE

18. What was the fabric of the last SUMMER sport shirt you bought?

19. Who were all the people who had something to do with the selection of that particular shirt?

20. What was it about that particular shirt that made you select it?

21. What was the price of that shirt?

ASK ALL

22. Have you received a SUMMER sport shirt as a gift in the last year?

SECTION B - READY-MADE BUSINESS DRESS SHIRTS

Now, let's talk about ready-made business dress shirts.

1. Do you have any ready-made business dress shirts which you have worn in the last 12 months?

IF "YES", CONTINUE
IF "NO", SKIP TO SECTION C

2a. During the past summer about how often would you say you wore a business dress shirt?

b. About how often would you say you wear a business dress shirt in other seasons of the year?

(Every day
(Several times a week
(Once or twice a week
(Less often
(Does not wear

3. Do you wear them for: Business, Sports, Lounging, Dress, Others (specify)

4. In what seasons do you wear business dress shirts? Summer, Autumn, Spring, Winter, Year round

5. Now here is a list of factors which a person may consider in buying business dress shirts. Which of the things on this card are very important to you, which are somewhat important, and which are not too important when you buy?

Factors	
Style	Weave
Color or pattern	Ability to hold shape
Feel of material	
Wash-wear or drip dry (Quick drying and requires little or no ironing)	Wear or durability

6a. I am going to read you a list of business dress shirt designs currently in use. Which ones have you seen or heard of?

ASK ONLY FOR THOSE SEEN OR HEARD OF

b. Of those you have seen or heard of, which ones would you choose for yourself?

c. In the past 12 months, which ones have you worn?

Designs (read list)	
Vertical fine stripe	All white
Vertical wider stripe	Solid colors
Small check	Other (Specify)
Horizontal stripe	

IF SOLID COLORS CHOSEN IN Q. 6b CONTINUE
OTHERWISE, SKIP TO Q. 8
IF "SOLID COLORS" CHOSEN IN QUESTION 6b, ASK:

7. Which of these solid colors would you choose for yourself? (read list) Light blue, Gray, Tan (cognac), Pale yellow Pink, Light green, Some other (specify) No preference

SHOW FABRIC CARD (Q. 6)

8. Which of these fabrics are your business dress shirts made of? Do you have any others?

9. What fabric do you prefer for business dress shirts?

10. Why do you prefer _____ (fabric)? 11a. Is there anything you dislike about _____ (preferred fabric)?

IF "NO", SKIP TO QUESTION 12
IF "YES", CONTINUE

11b. What is it you dislike?

ASK QUESTIONS 12 THOUGH 20 FOR EACH FABRIC MENTION IN QUESTION 8

12. Now here is a card showing some of the weaves you find in shirts? Broadcloth, Oxford, Batiste, Voile, Skip dent, Other(specify)

Do you know the kinds of weaves in your _____ (fabric) business dress shirts?

IF "YES" TO Q. 12

13. Which of these weaves do you have in your _____ (fabric) business dress shirts?

14. Are your _____ (fabric) business dress shirts usually washed or dry cleaned?

IF DRY CLEAN, SKIP TO Q. 19
IF WASH ASK:

IF "LAUNDRY", SKIP TO Q. 17
IF "HOME" ASK:

15. Are they usually washed at home or by a laundry?

16. Are they usually washed by hand or machine?

17. Do you have your _____ (fabric) business dress shirts starched?

18. Do they need to be ironed?

ASK ALL

19. Are you usually satisfied with the way your _____ (fabric) business dress shirts turn out after they have been washed/dry cleaned?

IF WASH ASK:

20a. When you go on trips do you usually take your _____ (fabric) business dress shirts with you?

b. Do you usually wash them yourself on these trips?

21. Have you shopped for and bought a business dress shirt within the past year?

IF "NO", SKIP TO Q. 26 - IF "YES", CONTINUE

22. What was the fabric of the last business dress shirt you bought?

23. Who were all the people who had something to do with the selection of that particular shirt?

24. What was it about that particular business dress shirt that made you select it?

25. What was the price of that shirt?

ASK ALL

26. Have you received a business dress shirt as a gift in the past year?

SECTION C - READY-MADE SLACKS OR SEPARATE TROUSERS FOR SUMMER WEAR

1. During the past 12 months have you worn ready-made slacks or separate trousers that you bought especially for summer wear?

IF "YES", CONTINUE - IF "NO", SKIP TO SECTION D

2. During the past summer, about how often would you say you have worn these garments?

3. Do you wear them for: Business, Sports, Lounging, Dress, Other (specify)

4. In what seasons other than summer do you wear SUMMER slacks or separate trousers? Autumn, Spring, Winter, Year round, None

5. Now here is a list of factors which a person may consider in buying SUMMER slacks or separate trousers. Which of the things on this card are very important to you, which are somewhat important, and which are not too important when you buy? (see factors list, p. 118)

6. Which of these fabrics are your SUMMER slacks or separate trousers made of? Do you have any others? (see fabrics list p. 116)

7. What fabric do you prefer for SUMMER slacks or separate trousers?

8. Why do you prefer _____ (fabric)?

9a. Is there anything you dislike about _____ (preferred fabric)?

IF "NO", SKIP TO Q. 10
IF "YES", CONTINUE

b. What is it you dislike?

"Now, I would like to talk to you about the care of your SUMMER slacks or separate trousers".
ASK Q's. 10 THROUGH 13 FOR EACH FABRIC MENTIONED IN Q. 6

10. Are your _____ (fabric) ready-made SUMMER slacks or separate trousers usually washed or dry cleaned?

IF WASHED, GO TO Q. 11 - IF NOT, SKIP TO Q. 12

11. Do your _____ (fabric) SUMMER slacks or separate trousers need to be ironed?

12. About how many times do you usually wear your _____ (fabric) SUMMER slacks or separate trousers before they need (washing)/(dry cleaning)?

13. Are you usually satisfied with the way _____ (fabric) SUMMER slacks or separate trousers turn out after they have been (washed)/(dry cleaned)?

14. Have you shopped for and bought SUMMER slacks or separate SUMMER trousers within the past year?
IF "NO" SKIP TO Q. 19 IF "YES" CONTINUE

15. What was the fabric of the last pair you bought?

16. Who were all the people who had something to do with the selection of that particular pair of slacks or separate SUMMER trousers?

17. What was it about those particular slacks or separate trousers that made you select them?

18. What was the price of those slacks?

ASK ALL

19. Have you received slacks or trousers as a gift in the past year?

SECTION D - READY-MADE SUMMER SUITS

1. Do you have any ready-made SUMMER suits which you have worn in the last 12 months?
IF "NO", SKIP TO SECTION E IF "YES" CONTINUE

2. During the past summer about how often would you say you have worn a SUMMER suit?

3. Do you wear a SUMMER suit for: Business, Sports, Lounging, Dress, Other (specify)

4. In what seasons other than summer do you wear SUMMER suits?

5. Which of these fabrics are your SUMMER suits made of? (See Fabric List) Do you have others?

6. What fabric do you prefer for SUMMER suits? 7. Why do you prefer _____ (fabric) ?

8a. Is there anything you dislike about _____ (preferred fabric) ?
IF "NO", SKIP TO Q. 9
IF "YES" CONTINUE

b. What is it you dislike? "Now, I would like to talk to you about the care of SUMMER suits?

ASK Q's. 9 THROUGH 12 FOR EACH FABRIC MENTIONED IN Q. 5

9. Are your _____ (fabric) SUMMER suits usually washed or dry cleaned?
IF WASHED, GO TO Q. 10 - IF NOT, SKIP TO Q. 11

10. Do your _____ (fabric) SUMMER suits need to be ironed?

11. About how many times do you usually wear _____ (fabric) SUMMER suits before they need (washing)/(dry cleaning)?

12. Are you usually satisfied with the way your _____ (fabric) SUMMER suits turn out after they have been (washed).(dry cleaned)?

13. Have you shopped for and bought a SUMMER suit within the past year?
IF "NO" SKIP TO SECTION E - IF "YES" CONTINUE 14. What was the fabric of that suit?

15. Who were all the people who had something to do with the selection of that particular suit?

16. What was it about that particular SUMMER suit that made you select it?

17. What was the price of that suit?

SECTION E - NEW CONSTRUCTION

1. Have you seen or heard about the new all cotton SUMMER suits, other than cord or seersucker?
IF "NO" SKIP TO SECTION F - IF "YES" CONTINUE

2. Will you describe the appearance of the material of this new all cotton SUMMER suit?

3. Now this new all cotton SUMMER suit can be made to look like materials that are not cotton. Would you say that it has a _____ (read list) appearance? Tweedy, Shiny, Gabardine, Worsted, Other (specify)

4a. Do you own a SUMMER suit made of this new all cotton?

IF "NO" SKIP TO SECTION F - IF "YES" CONTINUE

b. What does your new all cotton suit look like? Is it - Tweedy, Shiny, Gabardine, Worsted, Other (specify)

5. When did you buy your new all cotton SUMMER suit? 6. What did you pay for this SUMMER suit?

7. Are you satisfied with your new all cotton SUMMER suit?

IF "YES", SKIP TO SECTION F - IF "NO" CONTINUE 8. Why aren't you satisfied with it?

SECTION F - READY-MADE SUMMER SPORT COATS OR SEPARATE JACKETS

1. During the past 12 months have you worn ready-made SUMMER sport coats or separate jackets that were bought especially for summer wear? We are not interested in zippered jackets or windbreakers.

IF "NO", SKIP TO Q. 18 - IF "YES" CONTINUE

2. During the past summer about how often would you say you have worn a SUMMER sport coat or separate jacket?

3. Do you wear a SUMMER sport coat or jacket for ... Business, Sports, Lounging, Dress, Other (specify).

4. In what seasons other than summer do you wear SUMMER sport coats or jackets?

5. Which of these fabrics are your SUMMER sport coats or jackets made of? (Show Fabric List)

Do you have others?

6. What fabric do you prefer for SUMMER sport coats or jackets? 7. Why do you prefer _____ (fabric)?

8a. Is there anything you dislike about _____ (preferred fabric)?

IF "NO" SKIP TO Q. 9 - IF "YES" CONTINUE 8b. What is it you dislike?

"Now I would like to talk to you about the care of your SUMMER sport coats or jackets".

ASK Q's. 9 THROUGH 12 FOR EACH FABRIC MENTIONED IN Q. 5

9. Are your _____ (fabric) ready-made SUMMER sport coats or jackets usually washed or dry cleaned?

IF WASHED, GO TO Q. 10 - IF NOT, SKIP TO Q. 11

10. Do your _____ (fabric) SUMMER sport coats or jackets need to be ironed?

11. About how many times do you usually wear your _____ (fabric) SUMMER sport coats or jackets before they need (washing)/(dry cleaning)?

12. Are you usually satisfied with the way _____ (fabric) SUMMER sport coats or jackets turn out after they have been (washed)/(dry cleaned)?

13. Have you shopped for and bought a SUMMER sport coat or separate jacket within the past year?

IF "NO", SKIP TO Q. 18 - IF "YES" CONTINUE 14. What was the fabric of that garment?

15. Who were all the people who had something to do with the selection of that particular sport coat or separate jacket?

16. What was it about that particular sport coat or separate jacket that made you select it?

17. What was the price of that sport coat or separate jacket?

18. Now here is a list of factors which a person may consider in buying either SUMMER suits or SUMMER jackets. Which of the things on this card are very important to you, which are somewhat important and which are not too important when you buy? (Show Factors List (p. 118)).

SECTION G - READY-MADE SPORT COAT OR JACKET FOR SPRING, FALL AND WINTER WEAR

1. During the past 12 months have you worn a ready-made sport coat or separate jacket that was bought especially for wear in the spring, fall or winter seasons? We are not interested in zippered jackets or windbreakers.

IF "NO", SKIP TO SECTION H - IF "YES", CONTINUE

2. During these seasons about how often would you say you wear this type of coat or jacket?
3. Do you wear such a sport coat or separate jacket for - Business, Sports, Lounging, Dress, Other (specify)
4. In what seasons do you usually wear this type of sport coat or jacket?
5. Now here is a list of factors which a person may consider in buying a sport coat or separate jacket for spring, fall or winter seasons. Which of the things on this card are very important to you and which are somewhat important and which are not too important when you buy? (Factors List p. 118).
6. Which of these fabrics are your sport coats or separate jackets made of? (Fabrics List p. 116). Do you have any others.
7. What fabric do you prefer for this type sport coat or separate jacket? 8. Why do you prefer _____ (fabric)?
9a. Is there anything you dislike about _____ (preferred fabric)?

IF "NO" SKIP TO Q. 10 - IF "YES" CONTINUE 9b. What is it you dislike?

10. Do you have your _____ (fabric) ready-made fall, winter and spring sport coats or separate jackets usually washed or dry cleaned?
11. Within the past year have you shopped for and bought this type of sport coat or separate jacket?

IF "NO" SKIP TO SECTION H
IF "YES" CONTINUE 12. What was the fabric of that sport coat or separate jacket?

13. Who were all the people who had something to do with the selection of that particular sport coat or separate jacket?
14. What was it about that particular sport coat or separate jacket that made you select it?
15. What was the price of the sport coat or separate jacket?

SECTION H - STYLE

"Now I'd like to discuss with you something about the various styles of some of the garments we have talked about."

1a. Have you ever heard of the so-called narrow or pencil line trousers that are being made?
IF "NO""OR D.K.". SKIP TO Q. 2 - IF "YES" CONTINUE
b. How do you feel about them? Would you say you like them or not?
c. Do you own any SUMMER slacks or trousers that are this new pencil line or narrow type?
d. Do you own any SUMMER weight suits with trousers that are this new pencil line or narrow type?

2. Now here is a list of fabric designs that are used in men's garments. Of these fabric designs, which do you prefer for _____ (garment)?

Solid color	Plaid	Check	Vertical stripe	Other (specify)	No preference

3. Which of these button styles do you prefer for _____ (garment)?

One button	Two button	Three button	Four button	No preference

4. Which one of these jacket pocket styles do you prefer for _____ (garment)?

Pocket style			No preference
Flap	Patch	Slash	

5. Which one of these styles of shoulder padding do you prefer for _____ (garment)?

Shoulder Padding Styles			
Padded	Slightly padded	Completely unpadded	No Preference

SECTION I - PAJAMAS

1. Do you have any ready-made pajamas which you have worn in the last 12 months? (Exclude lounging pajamas)
IF "NO" SKIP TO SECTION J - IF "YES" CONTINUE
2. Which of these fabrics are your pajamas made of? (Fabric List p. 116)
3. What fabric do you prefer for pajamas? 4. Why do you prefer _____ (fabric)?
5a. Is there anything you dislike about _____ (preferred fabric)?

IF "NO" SKIP TO Q. 6
IF "YES" CONTINUE 5b. What is it you dislike?

6. Have you received any pajamas as a gift within the past 12 months?

SECTION J - BATHROBES OR LOUNGING ROBES

1. Do you have any ready-made bathrobes or lounging robes which you have worn in the last 12 months?
   IF "NO" SKIP TO SECTION K - IF "YES" CONTINUE
2. Which of these fabrics are your bathrobes or lounging robes made of? (Fabric List p. 116)
3. What fabric do you prefer for bathrobes or lounging robes? 4. Why do you prefer _____ (fabric)?
5a. Is there anything you dislike about _____ (preferred fabric)?
   IF "NO" SKIP TO Q. 6
   IF "YES" CONTINUE 5b. What is it you dislike?
6. Have you received any bathrobes or lounging robes as a gift within the past 12 months?

SECTION K - READY-MADE SOCKS

"Now let's talk about ready-made socks."

1. Which of these fabrics are your ready-made socks made of? (Fabric List p. 116). Again, I'm interested only in those you wore in the past year and not hand knitted socks.
2. What fabric do you prefer for socks? 3. Why do you prefer _____ (fabric)?
4a. Is there anything you dislike about _____ (preferred fabric)?
   IF "NO" SKIP TO Q. 5
   IF "YES" CONTINUE 4b. What is it you dislike?
5. Have you worn any stretch nylon or stretch blend socks in the past year? IF "NO" SKIP TO Q. 9
   IF "YES" CONTINUE
6. Who purchased the first pair of stretch nylon or stretch blend socks you owned?
7. Was the last pair you got - All nylon stretch, Blend stretch, Other (specify) ?
8a. Were you satisfied with your _____ (specify) stretch socks? IF "YES" OR "DK" SKIP TO Q. 9
   b. Why weren't you satisfied? IF "NO" CONTINUE
   ASK ALL
9. Have you received any socks as a gift in the past year?

SECTION L - SWIMMING TRUNKS

1. Do you have any ready-made swimming trunks which you have worn in the last 12 months?
   IF "NO" SKIP TO SECTION M
   IF "YES" CONTINUE 2. Which type of swimming trunks do you prefer? Briefs, Boxers, Other (specify), No preference
3. Do you prefer woven (smooth,hard surface), knit (knitted fabric), or lastex (stretchable) fabrics for swimming trunks? (no preference)?
4. Which of these fabrics are your swimming trunks made of? (Fabric List, p. 116).
5. Have you received swimming trunks as a gift in the past year?

SECTION M - WALKING OR BERMUDA SHORTS

1. Do you have any ready-made walking or Bermuda shorts which you have worn in the last 12 months?
   IF "NO" SKIP TO SECTION N - IF "YES" CONTINUE 2. About how often would you say you wore walking or Bermuda shorts this past summer? Every day, Several times a week, Once or twice a week, Less often
3. Do you wear them---Around the house, For business, For sports, For company at home, For company at friend's home, Other social occasions, Other (specify)?
4. Which of these fabrics are your walking or Bermuda shorts made of? (Fabric List, p. 116).
5. What fabric do you prefer for walking or Bermuda shorts? 6. Why do you prefer _____ (fabric)?
7a. Is there anything you dislike about _____ (preferred fabric)?
   IF "NO" SKIP TO Q. 8
   IF "YES" CONTINUE 7b. What is it you dislike? 8. Now have you shopped for and bought any walking or Bermuda shorts within the past year? IF "NO", SKIP TO Q. 13 - IF "YES", CONTINUE
9. What was the fabric of those shorts? 10. Who were all the people who had something to do with their selection? 11. What was it about that particular pair of Bermuda shorts that made you select them? 12. What was the price of those shorts? 13. In the future do you expect to wear walking or Bermuda shorts ---more often, just as often, less often?
14. Who bought you the first pair of shorts you owned?
15. Have you received a pair of walking or Bermuda shorts as a gift in the past year?

SECTION N - LABELING

1. In buying garments, just those that we have been talking about, is it very important, somewhat important, or not too important for the label to tell you about---Fiber content? Washing instructions? Fabric properties? (wash wear, drip dry; crease and/or spot resistant; requires little or no ironing), Whether it is imported or domestic fabric? Whether the garment itself is made in a foreign country or not?

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